SOCIAL SCIENCES

# PUBLIC RELATIONS JOURNALL



JUNE, 1955 VOL. XI — No. 6

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# THE KEY TO A PRESTIGE MARKET . . .

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# PUBLIC RELATIONS JOURNAL

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- When Business Week decided an anniversary was scarcely worth proclaiming if a standard format was the best they could devise, the editors went looking for a novel idea and turned up a booklet on American economic growth that executices will keep on their desks for many years to come.
- Experience with Carol and Edna have proved that the Telephone Company's public relations will not be seriously or permanently impaired if the public is kept well informed. John Hennessey's heart-warming story of coordinated effort makes good reading.
- When the Farm Bureau Insurance Companies turned the psychological spotlight on the poor response to a Red Cross appeal for blood, they may have provided the first proving ground for a departure in community action: the planned application of motivational research to some of our most urgent social problems.



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Members of PRSA's St. Louis Chapter with Missouri's Governor Phil M. Donnelly. See report on page 36.

### EDITORIAL PAGE

### Purpose of Business

THE TENDENCY of highly civilized men to overcomplicate simple ideas is sometimes dismaying. Take for example the question of wby a business is in business. Everyone understands that the purpose of business is to earn a profit—at least we thought so, until recently.

But now we are disturbed by statements that don't agree with the established fact. These statements make it appear that business is an eleemosynary institution, organized primarily to satisfy social and spiritual wants. The profit motive is not denied, but is presented as a by-product of the entrepreneur's zeal to put shoes on his customers or protect them with kiss-proof lipstick.

Some advocates of this concept are earnestly trying to dramatize the social responsibilities that attach themselves to business as to every other activity in society. Others are exploring a philosophy of business. With these groups we have no quarrel—providing their ideas are aired in corporate board rooms where they can do some good, and not in public forums where they can only compound confusion.

But with other proponents of the profitless business idea we take sharp issue. They are saying what is not true because it sounds better, or are woollyheaded from over-speculation, or inventing a pretext for attacking business for failing to do what it is not supposed to be doing anyway.

There's no better way to investigate purpose than to ask the people who shape it or follow it. A canvass of businessmen, from tycoons to the corner grocer, would reveal but one answer. And a billion words by academicians, or the critics or apologists of business can't change the fact that business is organized for profit, and that every conscientious businessman must operate toward that objective.

These noble sentiments attributing non-business motives to business—the blue sky that appears in corporate platforms or in executives' speeches—are worse than platitudinous. They generate disbelief and cynicism. They shake the confidence of investors in management and of soundly-based employes in their futures. They are poor public relations and an actual disservice to business.

Business should not be led into a polemic snare either by its friends or critics. Each institution in society has its purpose. It functions successfully if it carries out this purpose. And it should be judged by its own criteria and not by others.

To confuse the business purpose in this way is like saying that a church is organized to provide shelter against the rain, and then criticizing it because the transept roof leaks.

Business has a unique motivation and unique role in society. They are non-comparable and non-competitive with others. Profit turns the wheel and the turning wheel—in addition to producing a magnificent life for America—yields as by-products rich social and spiritual satisfactions to our people.

This story should be told clearly and truthfully by business. If it is confused by over-thinking, then business can neither earn nor merit the understanding it seeks. And for those who must be metaphysicians, there is Dr. Lyman Bryson's neat—but solid—definition: "Business' purpose is profit, its function is service."



#### **Guest Editorial**

In N RE the over-complication of simple ideas, as set forth above, a noted Dane, whom Nature denied the mind to operate even a simple peanut wagon, had this to say:

"And thus the native hue of resolution
Is sicklied o'er with the pale cast of thought,
And enterprises of great pith and moment
With this regard their currents turn awry,
And lose the name of action."



### The U. S. Information Program

A NOTHER Semi-Annual Report has been issued by the U. S. Information Agency. Covering the period ended December 31 last, the report is impressive because of the scope and variety of the Government's public relations work abroad. USIA' efforts seem practical, thoughtful and realistic.

An interesting phase of the work is the contribution of businesses and other organizations to the work of winning friends for the U. S. The report notes cooperation from 132 new institutions, ranging from Republic Steel Corporation to Rotary International and the General Federation of Women's Clubs. A good effort.

Progress that the report does not mention is the diminishing criticism aimed at governmental information activities. The critics seem to have subsided, and this too is good, a tribute to the reorganization of this work by USIA. Some of the former criticism was purposeless and more likely to wreck an information program than to make it work. The Government's efforts are so vast, so important to holding America's place in the sun, that they deserve full cooperation and, if criticism is indicated, then criticism should be of a constructive nature.



Trust men and they will be true to you; treat them greatly and they will show themselves great.

RALPH WALDO EMERSON.

# Puerto Rico and Public Relations

### By Leonard Bourne

Director, Puerto Rico Account Hamilton Wright Organization, Inc. New York City



An infra-red photograph of El Morro at the entrance to the harbor of San Juan with the city just beyond it. This landmark has been widely used as a pictorial symbol in many of the public relations phases of Puerto Rico's promotional campaign.

N FEBRUARY 28th last in New Orleans, industrialists, bankers and public officials from North and South America gathered for the Inter-American Investment Conference. At the opening day panel discussion, Guillermo Rodriguez, President of the Government Development Bank for Puerto Rico, reviewed the Commonwealth's economic program and summarized some of its results. He pointed out that, while it uses many means to expand the economy, Puerto Rico spends more than a million dollars annually for public relations and promotional activities.

At about the same time, Collier's Magazine published an absorbing article written by U. S. Senator A. S. "Mike" Monroney in which he examined the possibilities of statehood for Hawaii and

Alaska. He presented the suggestion that the two territories, rather than press for statehood, might well consider the Commonwealth status as developed by Puerto Rico as more beneficial toward achievement of complete self government and control over their own affairs.

These two incidents are results obtained from a long range program of public relations (initiated in 1948) and emphasize the increasing awareness in the official, and public, mind of recent developments in Puerto Rico. Its Operation Bootstrap is not only a case history of economic progress, but is also an exceedingly absorbing example of public relations practices.

At a time when he was President of the Puerto Rican Senate, Gov. Luis Munoz Marin, now serving his second term of office, saw the necessity of securing national prominence for the economic blueprint to which he and his supporters were committed.

Since the program was largely economic and industrial in concept, responsibility for its execution was entrusted to Puerto Rico's Development Administration and a New York PR firm—Hamilton Wright Organization—was assigned the contract.

There were these major objectives:

- (a) Create a sympathetic understanding of the economic and social aspirations of the people of Puerto Rico.
- (b) Develop a "climate" in which industrial investments would feel secure and could prosper,

as well as an atmosphere in which many types of capital investment would venture with confidence.

(c) Organize a public relations schedule wherein, at the proper moment, a substantial tourist development program could be launched.

For many years prior to 1948, mainland U. S. newspapers or magazines found little that was editorially encouraging or stimulating in Puerto Rico. A dossier of almost completely negative news reports first had to be overcome and editorial receptivity encouraged. Many immediate positive elements were available to the public relations program and involved legitimate news subiects-the construction of relatively large public utilities installations, construction of new factories that would begin to make dents in the unemployment problem, the increase in schools and hospitals and other aspects of a long needed advance in social programs for the common good.

### Overcoming initial obstacles

Initial obstacles were overcome with the publication by the New York Times of a series of articles written by one of their staff reporters, Lee Cooper, who explored and verified many of the claims projected by the Development Administration. The late Burton Heath of the NEA Service, who visited Puerto Rico some years prior and had written objective though somewhat discouraging reports, was stimulated by what he learned on his second visit. His series of three articles carried by most of the Scripps-Howard and NEA papers, contributed largely to a beginning of understanding of the Puerto Rican situation. Other editors and journalists visited the island and a progressive reaction was started.

Leonard Bourne has been a member of the Hamilton Wright Organization staff since 1934, and was assigned to the Puerto Rican ac-



count when it was started in 1948. A native New Yorker, he began his newspaper career in 1917 with the Hearst organization.

Basically, the Hamilton Wright program followed a pattern of institutional public relations, free of political implication, but devoted principally toward illustrating the significant advances Puerto Rico was making, largely under its own head of steam.

Feature articles, pictorial features, motion picture newsreels, motion picture short subjects for theatrical and private audiences, all were keyed to this concept. The general theme was simply:

"These are the things we are doing to improve our lot, to become self-supporting in the best possible way. Without any single natural resource (timber, coal, petroleum, etc.) beneficial to the economy, we propose to shift from a basic agricultural community of more than two million people into balance with industry."

In the seven years since, reporters, editors, TV and newsreel producers, economists, bankers and industrialists have visited Puerto Rico and made their own investigations. The good and bad were examined and objectively reported. Millions of lines of newspaper comment and hundreds of magazine and trade paper articles have been published. And in the process, the veil of misunderstanding or ignorance regarding Puerto Rico has been largely dispelled.

### Evidence of positive results

Positive results in the economy are already evident, if not all the goals have been attained. At this writing, more than 350 new industrial ventures have been launched and more than 30,000 new jobs in industry have been created. Total investments in industrial operations alone now exceed \$120,000,000 and per capita income has virtually trebled. Wages and salaries, in 1940 at only \$124 million, reached a 1954 peak of \$567 million; external trade has jumped in the same period from \$200 million to \$860 million. Similar advances have been made in many other directions. Confidence in the improved economy has made Puerto Rico bonds highly desirable in the American investment market, and at continually lower financing costs.

Puerto Rico's "self help" toward economic stability, in addition to the impact it has made on the United States, is already being used as an example for other underdeveloped areas throughout the world. More than a thousand tech-

nicians and students from many nations are studying in Puerto Rico, under joint sponsorship of the Commonwealth and U. S. governments, so that they can usefully apply Puerto Rico's experiences to their own needs.

Broader concepts of public relations have since developed within the many agencies of the Commonwealth Government. The Development Administration maintains a fully staffed public relations department in San Juan and a companion unit was recently established at its New York headquarters. Original, if limited, display advertising programs of an institutional nature have given way to a large scale program of pinpointed "selling"-to increase the sale of Puerto Rican rum, to expand the services and information for industrial executives, and to stimulate the now firmly established tourist trade which has risen from a modest two million a year to more that twenty million in income annually.

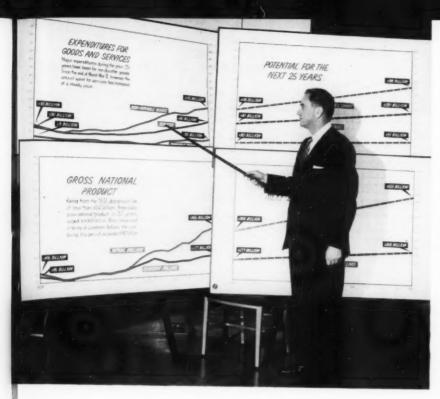
The greatest test faced by this integrated program of public relations occurred in March, 1954, when fanatical Puerto Rican nationalists launched an outburst of gunfire in Congress. In addition to the dangers imposed on Congressmen, the incident threatened to destroy the era of understanding that had been slowly developed.

Instead, within a brief period of 72 hours, the incident reverted sympathetically to the benefit of the people of Puerto Rico. Gov. Munoz Marin, an experienced exponent of public relations needs, flew to Washington, met with President Eisenhower officially, expressed the regrets of his Government and his people, called on the wounded Congressmen, made himself available for press, radio and TV interviews.

Just a few months ago, Congressman Bentley, most seriously wounded of the group, accepted an invitation to visit Puerto Rico.

The spontaneous welcome he received at San Juan's airport on his arrival in itself was evidence of the greater mutual understanding that has been developed between the people of the Commonwealth and their fellow Americans on the mainland.

The increase of channels of information, within the Island itself as well as with the mainland, have created an era of enlightenment which is, basically, the main concept of any program of public relations. • •



# Business Week's unique anniversary booklet

By David L. Lewis

Supervisor, Industrial Arts Award Ford Motor Company Dearborn, Michigan

When Business Week's Public Relations Director Frederick H. Sontag was invited to prepare an article on his magazine's unique approach to a jubilee celebration, he agreed to provide material but suggested that an "outside" writer would prepare a more objective article. David L. Lewis, a former newspaperman and graduate of Boston University's Public Relations School, cheerfully accepted the assignment and wrote the story.

N A DAY when most corporate anniversaries are "celebrated" with TV spectaculars, pages of anniversary advertising, banquets in key cities, and national press conferences, Business Week Magazine's low-pressure "service" approach to its silver anniversary comes as a refreshing change.

Not that BW executives didn't consider standard "skywriting" techniques. They did, particularly luncheons for charter subscribers and advertisers. However, most members of the informal anniversary committee, which included, among others, Kenneth Kramer, executive editor; Frederick H. Sontag, public relations director, and Walter Persson, promotion manager, largely voiced a "so what will this accomplish" attitude each time a conventional idea was tossed into the hopper.

They further agreed: (1) it was scarcely worth proclaiming an anniversary if a standard format was the best they could devise, and (2) that they wanted to provide a service for and create a lasting impression on the maga-

Visual evidence of the value of Business Week Magazine's history in charts booklet, feature of its silver anniversary observance, is shown in the use of two chart blow-ups (left) by Arch N. Booth, U. S. Chamber of Commerce executive vice president, before a Washington meeting of public relations executives. The BW charts, which show industrial growth during the past quartercentury, are supplemented by two Chamber graphs (right) which indicate growth potential during the next 25 years.

zine's primary public-its readership.

In January, 1954, Elliott V. Bell, editor and publisher, suggested a booklet that, in chart form, would trace the development of American economic growth during BW's literary lifetime. The timing was just right. BW was founded in prosperity (though its first issue, Sept. 7, 1929, warned "the market . . . is properly apprehensive of the inevitable readjustment that draws near") and having completed the cycle by 1954, could speak authoritatively on its anniversary theme, "the 25 years that remade America."

It was decided this booklet would be distributed to 10,000 thought leaders, particularly persons prominent in business, government, and finance. BW editors were asked to recommend the economic fields which the charts would emphasize. They chose gross national product, industrial production, population, prices and wages, income, labor force, finance, capital expenditures, construction, and business trends as measured by the Business Week index.

Within a few months the research department had pieced together the raw materials, and Walter Persson, promotion manager, assumed the task of production. A chief requirement was simplicity; the booklet could not be a mass of indigestible statistics (though it was to be accompanied by a statistical appendix). It had to be attractive, compact, and durable, so executives would keep it in their desks for years to come.

With these instructions, Andrew Ross, consultant art director, went to work. His efforts, combined with the advance planning, resulted in what one leading public relations practitioner calls "the most useful book of its kind that I have ever seen—and as attractive a piece of printing as a designer could put

out." Copy is kept to a minimum, bowing to 45 multi-color line pictographs. Eight colors of paging are used. The size is 11 x 81/2-inch, spiral bound. Total production cost, \$22,000.

In the meantime, Persson, finding stock mailing lists inadequate, developed one of his own. It paid off-only 60 of 10,000 copies were returned. Included on the list were presidents and vice presidents of the 250 largest manufacturing companies, presidents of the 100 largest banks, national and state government leaders, top officials of the NAM. Committee on Economic Development, and U. S. Chamber of Commerce, presidents and vice presidents of Business Week advertisers, and presidents of advertising agencies dealing with Business Week. Distributed in November, the booklets were accompanied by a note, itself a model of brevity, over Bell's signature.

Sontag sent copies to 1,000 selected editors and publishers, accompanying them with a page of "FYI" data, but not a press release. "We weren't interested in publicizing the booklet, or even in having the charts reproduced," states Sontag. "To do so might have jeopardized the dignity of the booklet. We just wanted the newsmen to keep the charts on their desks for reference."

By the same token, BW made no effort to capitalize on the hundreds of unsolicited complimentary letters it has received, including one from President Eisenhower.

As the chart booklet was being developed, Peter French, associate managing editor, and the editorial staff were planning a related phase of the anniversary-a special report on the growth of American industry for BW's September 4 edition.

This report ultimately consumed more staff time than any single project in BW history and resulted in a 24page story, almost twice as long as any previous article. In addition to a main section on the development of the U.S. economy, it included seven sections on specific industries: steel, non-ferrous metals, autos, machinery, chemicals, textiles, and food. In its preparation, BW's specialists were assisted by McGraw-Hill and other experts.

Again, the report received no special promotion. Except for quiet distribution to the regular promotion mailing list by Persson, the magazine was channeled only to regular subscribers. For

background information only, Sontag furnished the press an informal story by French on how the report was prepared. Despite the lack of fanfare and a relatively stiff reprint price (one dollar) 3,500 copies were requested.

Summing things up, relatively few persons were aware that BW observed a silver anniversary last fall. But those few were those who counted, particularly to a business whose product is retricted to leaders in business and industry. Of equal importance, the anniversary impact will last as long as the chart booklets and anniversary editions remain in management hands. By executive testimonial, this appears to be a long while, and on this premise Business Week can well be satisfied with its novel and sensible approach to its anniversary year. • •

Editor's note: Requests for copies for the history chart booklet may be addressed to Walter Persson, promotion manager, Business Week, 330 W. 42nd Street, New York 36, New York, if readers are interested.

### THE INDISPENSABLE WEAPON

What is the one, indispensable weapon that still is exclusively ours?

The answer, of course, is obvious. It can be summed up in a single word: 'technology." For just as a chain is no stronger than its weakest link, so a nation is no stronger that its industrial tools of production-than the "lifting power" which its workers command. And today, America's workers . . . still possess the greatest lifting power in the world.

. . . But recently, I have been much disturbed-as you, no doubt, have also been-by the sudden appearance, in this country, of a great propaganda campaign which is calculated to discourage and retard the technological progress on which our freedom and the safety of our homes depend. This campaign is based wholly on the psychology of fear. It is designed to frighten our people into the belief that the new machines which are being developed now will destroy the jobs of thousands of workers and leave them destitute.

. . . Let's face it: This thing called automation is simply evolution-not revolution. It is only another little step in the slow and plodding progress of man towards a richer, fuller life, and

a better, freer world.

Over the centuries man has accomplished an amazing industrial miracle. He has surrounded himself with luxuries, and greatly lengthened his hours of leisure; but no machine that he ever devised has made us humans obso-

Suppose we think for a moment of the three outstanding examples of automation that we have seen in our life-

The first one that comes to mind, probably, is the dial telephone. We would naturally assume that it must have thrown thousands of telephone operators out of work; and some of the current propaganda on the subject would seem to confirm that assumption completely. But what are the facts?

Well, the last Federal census, taken in 1950, shows that the number of telephone operators in this country increased by 159,000 or 79 per cent, in the previous ten years. And still the Telephone Company keeps on advertising for more!

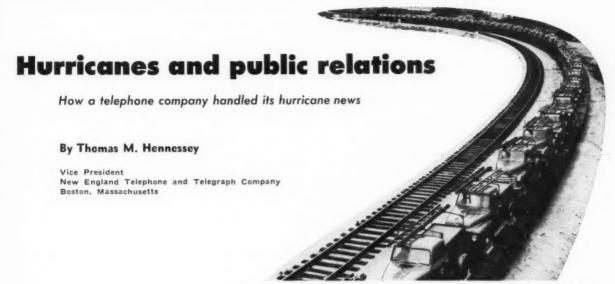
Then next we come to business machines and those fabulous new electronic brains that we've seen on television. Surely we don't need accountants any more. But still the census shows that the number of accountants and auditors increased 71 percent in

this same ten-year period.

And how about these so-called automatic factories in Detroit, where the word "automation" was thought up? Are the automobile workers losing out? Well, not by a long shot. Their number doubled in fourteen years. Automobile mechanics and repairmen have increased 75 per cent. And for every new job in the auto industry it is estimated that five new jobs are created in allied fields which supply the raw materials and components that go into the manufacture and equipment of new

When any business in America fails to keep its plants modern, and thus allows its more efficient competitors to undersell its products in the market place, then that business is on the way out. Unless it can recover its lost ground quickly, it is through. The money that its owners have invested in it will be largely wiped out-and so, of course, will the jobs of all of its employes. So, in a very important sense, technological improvement is simply the process by which we protect, not only the investment of the owners, but also the job security of every industrial worker.

> RENJAMIN F. FAIRLESS Then Chairman of the Board, United States Steel Corporation, At Annual Dinner of The Greater Johnstown Chamber of Commerce Johnstown, Pennsylvania



'Round the bend in Maine--a mile long train of trucks from Michigan.

ROM SOME TWO AND A HALF million telephones operated by the New England Telephone and Telegraph Company, there originate approximately twelve million telephone calls each day. For the New Englanders living within the five-state area in which the Company operates, the telephone has become an integral part of their social and economic life. They have come to depend on it for their everyday living as well as the maintenance of their security and welfare.

But what happens when these telephones go dead-when telephone service is disrupted-and at a time when swift communication is essential?

Last fall two hurricanes struck New England within a period of ten days. Each one knocked out a quarter of a million telephones. They caused damage to telephone plants in excess of \$10 million. They made necessary the greatest mobilization of manpower and materials ever undertaken by any telephone organization.

The restoration job is an epochal story in itself. For never in the Company's history had so many telephones been silenced or returned to service in such a short period of time.

These notes, however, deal more with the informational side of this disaster. They tell how public relations people and operating people combined to collect and interpret the hard facts of the hurricane damage for employes and customers alike. They become a partial enswer to what can be done when large segments of the population are deprived of normal services as a result of hurricane winds and tidal waves.

When it was apparent that a major hurricane was on its way, the New England Company public relations people immediately made plans to handle the news side of the telephone damage that was bound to occur from the oncoming storm. These arrangements were made by three general information managers under the direction of the public relations vice president.

Arrangements were made with commercial and newspaper photographers to assure on-the-spot coverage of storm damage and telephone restoration work. Motion picture operators went into the teeth of the gale to get realistic shots of the widespread destruction caused by the storm as it moved northward. Brief scripts were hammered out on typewriters and with quickly edited film were sent to television stations for immediate showing only a few hours after the storms had passed.

Up-to-the-minute TV shots were made available to stations during the restoration period, thereby keeping the public currently advised of the progress that was being made. After the restoration job had been completed, all motion picture footage was put together, cut into a twenty minute film, combined with a sound track and printed as a permanent record. Six months after the hurricane some 600,000 people have seen the film, 89 prints are available for showing by local managers in the New England Company territory and fifty-one prints are located in the territories of other Bell System Companies for similar showings.

From the viewpoint of the public, the most spectacular side of the telephone restoration job proved to be the movement of over 1,600 trained telephone men into the New England area from other Bell System Companies. Motor caravans, some of them a mile leng, moved swiftly over the highways into the stricken area. From as far away as Michigan, special trains carrying men and equipment roared over the rails to the assistance of the New England telephone men who were working around the clock to restore service.

Public relations people were quick to realize that this colorful and swift movement of men and materials epitomized to the public the all-out effort and determination to get telephone lines working as fast as possible.

Every effort was made to give newspapers and TV stations pictorial coverage of these telephone specialists in action as well as the New England plant men who were being dispatched from one area to another as the work progressed.

A convoy of 150 trucks from the New Jersey Bell Telephone Company came to New England to assist local workmen. To get on-the-spot information, the news manager of the New Jersey Company traveled with the convoy. He spent the following week living and working with the crews, engaging local photographers to make more than three hundred photographs for use in New Jersey newspapers and Telephone Company publications.

Into the State of Maine came two long trains from Detroit, Michigan. One carried 500 trucks on flat cars, the other the crews to man them. With the crews rode the news manager of the Michigan Bell Telephone Company, two Company photographers and reporters from the three leading Detroit newspapers. They were able to send back by air mail photographs and stories that were published in home town newspapers and Company publications showing the work that was being done by Michigan Telephone men in restoring telephone service to customers in Maine.

As the New York Telephone Company hurricane forces were being mobilized for their trip to New England, motion picture and still cameramen, directed by public relations people, made a complete photographic record. The motion pictures were sent to television stations for immediate use; the still photographs were sent to newspapers throughout New York State and were used to illustrate Company bulletins and special hurricane editions of employe magazines.

The Bell Telephone Company of Pennsylvania, having covered the mobilization of its relief forces by camera, used the pictures to illustrate a special hurricane bulletin for its employes and provided all Pennsylvania newspapers with glossy prints of the best photographs.

The Chesapeake and Potomac Companies, which rushed men and supplies in truck convoys over the road from Washington, D. C.; Maryland, and Virginia, sent along public relations men and photographers to provide spot coverage for the home-town papers. A prominent Washington columnist rode in one of the trucks and in addition to forwarding daily photographs and news coverage for his metropolitan daily, also wrote a human interest story after returning to Washington. This story gave a stirring account of the day-to-day occurrences in the lives of telephone people working to restore hurricane damage. The story was widely published and gave a dramatic picture to newspaper and magazine readers in many sections of the country.

In communities throughout New England, local telephone managers were faced with the problem of getting upto-the minute information to customers and employes. They telephoned information on progress of restoration direct to newspapers, radio stations and television studios. Where telephone facilities were unavailable, releases were delivered by special messenger.

Scores of local photographers were hired by managers to make photographs in localities that could not have been reached easily from outside. Some of the best hurricane photographs were made in this way under the direction of local telephone managers-a giant Navy crane, manned by sailors, removing a fallen tree for a telephone crew; a big vacht tossed across a long distance cable: a Michigan repair crew being given coffee and doughnuts by a farmer's wife in Maine; telephone operators reporting for work in rowboats in the center of a flooded town; the wreckage of a summer colony destroyed by wind and waves.

Newspaper advertising played an important part in keeping the public ad-



These veterans of two hurricanes chalked up the sign "Never home" on their truck. Represented in the picture are Chesapeake and Potomac, New Jersey Bell, and New England Telephone Companies. Men from associated companies worked side by side with New Englanders.

vised of the progress of restoration. Daily advertisements told of the work done during the preceding 24-hour period. The advertisements were localized as much as possible so that customers could know how many telephones had been restored and how soon all service in a particular community would be back to normal.

Six days after the first hurricane, the last of a series of advertisements, signed by the Massachusetts General Manager of the Telephone Company, was published in 211 Massachusetts newspapers with the caption, "Telephone Service Now Restored in Massachusetts."

The completion of service restoration does not mean the end of the information task after a hurricane. There remained much to be done. To live through one of these hurricanes emphasizes the value of outside assistance. Prompt acknowledgment therefore of the valuable services rendered by others was necessary. An expression of gratitude was sent by Joe E. Harrell, President of the New England Company, in a personal letter to each of the 1,600 workers from other Bell System Companies. Similar messages of appreciation and gratification were addressed to employes of the New England Company by the president, operating vice president and state general managers-reproduced as letters in the Company magazine and as enlarged posters on employe bulletin boards.

A special hurricane edition of the employe magazine told the story of the storms and carried letters from public officials and customers and scores of pictures. Over 100,000 copies of this special edition were run off the presses. Distribution was made to employes, to stockholders, to all newspapers in New England, and copies were sent over the signatures of state general managers to a list of key people in the various communities.

And then comes the complete review of all activities and the plans for doing a better job next time. If hurricanes do come again, the principal responsibility still will rest on the operating forces to restore service quickly and to handle service efficiently in the desperate hours after the storm. Experience with Carol and Edna have shown clearly that the Telephone Company's public relations will not be seriously or permanently impaired if the public is kept well informed. • •

## Second annual social science seminar

By Dr. Rex F. Harlow

Editor and Publisher The Social Science Reporter Menlo Park, California



THE SECOND ANNUAL Social Science Seminar, conducted recently by The Social Science Reporter in San Francisco, drew 77 representatives from 50 leading corporations who posed questions to three social scientists—Paul Lazarsfeld of Columbia University, Clyde Kluckhohn of Harvard, Alex Bavelas of M.I.T., and Dale Yoder of the University of Minnesota.

Some highlights of the session:

Advertising: With radio and TV, the advertising problem has become urgent, said Dr. Lazarsfeld. In printed media the audience can take advertising or leave it, but in radio and TV, advertising is mixed with entertainment. Advertising attitudes are interesting because of the tremendous discrepancy they reflect in feelings: higher-educated people dislike advertising, lower-educated people like it. Education produces crucial differences: printed materials are the main mass media for the higher-educated, radio and TV for the lower-educated.

Audience Prejudice: People take their own prejudices and attitudes into their experiences with advertising and propaganda. They may fix upon some small, inconsequential detail in order to find justification for their prejudices. They are under the impact of their own entire past experience when they encounter persuasive material.

"The Soft 'Sell'": The advertising approach is quite different in varied cultural settings, Dr. Kluckhohn noted. In England, American products marketed by American concerns are promoted very differently than they are in this country. Generally, foreign advertising is much more restrained. American advertisers may well look closely at such efforts to see if any lessons are to be learned or suggestions gotten.

There is a difference in "social acoustics" between Americans and the citizens of European countries. People must "yell" louder and oftener to be heard in this country, possibly.

American Appeals: The major appeals that are dominantly in effect among the American people are: (1) if I buy the product or service, I will somehow improve myself and my status, make things better for my family; (2) we want to be identified with a group—have a feeling of belonging; (3) we want deeply to believe that we are rational, and that we behave rationally.

Internal Communications: question is not whether, Dr. Yoder remarked, but how, when, where, why? Businessmen appear to place major emphasis on "transmission" and tend to assume "reception." The concept of communication must include the idea of "exchanging information"-not just "telling." We need to communicate both vertically and horizontally; either can break down. The "tone" of communication is vitally important. Carelessness with tone can hinder receptivity. The attitude with which people receive communications is important. It is a question of belief, which may be quite different at top and bottom-even based on the same tangible facts. Attitude and belief condition both up and down communications.

Content of Communication: Dr. Bavelas pointed out that you can, in a sense, talk about two different kinds of information you want to communicate:

(1) information about the task—information to workers about materials, processes;
(2) information about what is going on—"the state of relationships"—in the organization: a man wants to know how he stands. The media used for communicating "task information"

may not be at all appropriate for communicating "state of relationships" information.

Chain of Communication: In some situations the most effective thing that can be done is to cut out some communications activities—to shorten the chain of command—to shift some discretionary powers further down the chain of command. Too many links in the chain effectively inhibit transmittal of information both up and down. The operating line must, at all costs, be kept alive and operating. Anything that weakens the relationship between superior and subordinate will be paid for eventually.

Management must not only give information—it must foster belief; and it must be willing to reinterpret information to supervisors in such a way that supervisors can see how it jibes with what they think they actually see on the job.

An individual, no matter where he is, is likely to want to know about those things which affect, or may affect, him -and, if possible, influence them. He wants to know about the people who count for him, what they are thinking and planning. He may very well have a need to communicate far up the line, if he thinks that is where important decisions (for him) are made. Let us look at it from a dollar-and-cents standpoint. Open communication channels pay off. They provide fewer surprises, more accurate knowledge of what's going to happen, more satisfaction among workers (certainly). Communication has to be more than zero-how much more will depend on the task. Negative attitudes toward the communicator begin as you reduce opportunity to respond. • •

### **Blood without tears**

By David Marshall

Director of Public Relations Planning Farm Bureau Insurance Companies Columbus, Ohio

WHY DON'T MORE people give blood to the Red Cross?

That question plagues the Red Cross, public relations specialists, doctors and nurses, hospitals, and the thousands of volunteers who try to convince people that donating blood *can* save lives (even someone in your own family) and may keep our nation from being wiped out in an atomic war.

Everyone has a ready answer: People don't have the time, we can't seem to convince people of the need, people already are bombarded with too many other requests for assistance in one form or another.

Even the people who don't give have their reasons, too: "I'm too busy this week," "Can't—got a cold," "My doctor won't let me," "I had jaundice in the Pacific," etc., etc.

Both the recruiters and the possible donors have what sound on the surface like logical, reasonable answers—but most of the reasons are neither logical nor reasonable, but are pure rationalizations for very basic motivations which keep people from giving blood.

If the blood recruiters could be made aware of these motivations and capitalize on them, it's possible to get all the blood that our nation and our people need without waiting for an H-bomb to blast them out of their lethargy.

We think we've proved that at Farm Bureau Insurance by using psychological techniques which have tripled our blood lenders!

Before adopting the suggestions of motivational research psychologists, we were averaging seven pints a week against a weekly quota of 20 pints. After applying the psychologists' findings, our weekly contribution rose to an average of 21 pints a week and we had peak weeks of 63 and 52 pints.

It all came about like this:

Worried about our not meeting our weekly quota, the employe activities director, Martha Daniell, and the home office personnel manager, E. J. Henry, called upon public relations for help.

The three of us tackled the problem and asked Dr. Ernest Dichter, president of the Institute for Research in Mass Motivations, Inc., to guide a new program. Dr. Dichter is the advertising and marketing psychologist who specializes in studying the buying motivations of the American consumer. Fortunately he had already done some work along this line on a voluntary basis, as an off-shoot of his study for the California Medical Association to locate the psychological factors affecting the doctor-patient relationship.

That study had been done by the method known as "depth interviewing," a term which Dr. Dichter originated in the United States. Dr. Dichter's psychological researchers got respondents to "free associate" all around the subject of giving blood to reveal their reactions, memories and feelings about giving.

The psychologists found that those unwilling to give blood always had ready excuses. But these supposedly logical and reasonable excuses were but rational cover-ups for their real feelings which included:

1. "Why take risks if you don't really have to?"

"Probably nothing much will happen to me. But you never can tell!"

"I've heard of cases of people getting sick from giving blood!"

"I'm not strong enough."

All these thoughts are in the minds of people. They are based on a feeling that one can get away without giving blood. It is one of the unpleasant things

in life, so "why stick your neck out if you don't really have to?"

2. "I would like to give blood, but . . . "

There is a general feeling that it is, of course, desirable to give blood . . . but unfortunately some reason peculiar to the individual prevents him from doing so. It is very much a case of "I think everyone should do it, but not me." "The doctor told me not to give blood." "I would love to give blood but I get weak." "I have given blood too many times."

This tendency to find excuses represents a very strong form of escapism due to the emotional feelings which are evoked by the whole idea of parting with one's blood. When the psychologists probed deeper they found that

3. Giving blood is mysterious and is unconsciously forbidden.

There is a similarity between sacrifice, masochism and feminine submission. All are involved in giving blood. Analysis of the interviews showed that the giving of blood arouses many unconscious anxieties. The emotional aspects of the whole transaction are undoubtedly more important than other aspects, so that the emotional problems of potential donors must be cleared up in order to get them to give blood.

Giving blood, from this viewpoint, means trespassing into the area of the forbidden. It means taking fate into your own hands. There is anxiety and expectation of punishment. Fainting of donors is probably the result of unconscious fear of the unknown and the desire not to know about it, the desire to remain unconscious while the whole business of bleeding takes place.

4. "I want someone to push me."

Giving blood is like pulling your own teeth, doing surgery on yourself. It apparently takes a will running directly counter to the biological instinct of self preservation. The natural reaction, when one is pricked by a needle, is to move away and avoid the pain. In giving blood, the person must actually initiate activity that leads directly to pain. By acting he causes himself pain and discomfort. By remaining passive and deing nothing, he avoids pain. Some people are incapable of voluntarily seeking and accepting the pain of the bloodgiving situation. This may well be why quite a number of respondents reported they need a push:

"The thought of going down of my own free will . . . "

"If there were a group of us."

5. "I am giving away a valuable property, part of myself."

Another important inhibition making blood donation a difficult psychological task is the feeling that blood is a vitally valuable material. It is part of oneself, and its loss seems irretrievable. In a sense, one is worth less after blood is given away.

6. "Others are not giving blood either."

Possibly one of the most important difficulties of the blood donor campaign is that it publicizes the fact that apparently very few people are giving blood. "They got away with it." "If other people won't do it, why should I be a hero?"

Discovering the real reasons why people "stayed away in droves" from



R. W. Heffner, vice president-personnel of the Farm Bureau Insurance Companies of Columbus, Ohio, with the Rose Tree Trophy.

the blood bank, though, was only our beginning.

Next came the task of devising the psychological counter-measures designed to remove or overcome the mental blocks of potential donors.

When these were developed by Dr. Dichter and put into use, the Farm Bureau Insurance blood campaign changed overnight from failure to a whopping success.

Dr. Dichter's first recommendation was to "change the language." Because so many people felt that they were worth less after they "gave" blood, or that they had "given away" a precious part of themselves, all such terms were discarded. Out went "give" "donate" and "donor" and instead the idea of lending was adopted, to tie in with the medical fact that nature very quickly gives you back the blood you lend, and also that lenders can always get blood from the bank for themselves and their families when it's needed.

Because people want a push and feel that they must not of their own volition part with the blood, the pledge card campaign was stepped up. The psychological twist here was to "get their pledges when they're not looking." Rather than individually, people were approached in groups; by departments, divisions or sections. Too, they were asked to sign up for some future unnamed date which meant to them "I'll not have to do it now. I want to lend, but I'm afraid. At some future time they'll call me up, they'll sneak up behind me and push me in when I'm not expecting it. Then it will suddenly happen and be all over-and I won't have to worry about it in advance."

Pledge cards were re-designed, made more attractive and worded with greater psychological finesse. They now read: "To join the hundreds of others who are pledging their blood, just sign below. You'll be called only when there is a real need." This approach did two things: It increased the importance of the pledger and also conveyed the idea that everyone was doing it.

The negative "people are staying away in droves" tone of the publicity campaign was reversed. The new material played up the growing popularity of the campaign. Names of the lenders were published each week on page one of the employe newspaper—The Dividend—under the headline: "Everyone's Lending Blood."

The switch showed that lots of people were lending so that the reaction became: "Perhaps I'm silly. Look at that big list of people who are lending blood. They're not afraid. Why should I be?"

Throughout the campaign a red rose was used as the symbol of the lender. We had found out that when the florists in Columbus cooperated with the Red Cross and once a year gave roses

to lenders, the number rose fantastically. So we adopted the rose as our symbol.

Roses were printed on pledge cards, on the instructions for lenders on what to eat the day they went to the bank and also on the free luncheon checks the Companies gave to each lender. The cafeteria tables where the lenders are together before going to the bank also had vases with roses and each person who lent was given a rose to wear on blood-lending day.

The public relations staff then created a Rose Tree Trophy and designed a competition between units to see who could hold it the longest. This was a small dead tree, stripped of bark, and planted in plaster of paris in a huge pot. The whole works was painted pink with huge artificial roses tied to the branches

The first week of the new campaign the number of lenders jumped from 8 to 25; and in the next 20 weeks fluctuated between 10 and 63 and averaged 21—triple the average number of lenders before the new "motivational" campaign.

When the lenders started pouring into the blood bank, the Red Cross could hardly believe it. The day 63 people went, the bank's staff of nurses and doctors had to be augmented by additional volunteers.

It wasn't long before chapters other than Franklin County began to find out what was happening. We gave a presentation before some 87 blood recruiters from throughout Ohio, the Delaware (Ohio) County Chapter had the same presentation before 150 people at its annual meeting, and the national headquarters in Washington sent an observer to study what we are doing.

Now Red Cross chapters all over the country are writing to us and Dr. Dichter to find out what we're up to and how they, too, can capitalize on psychological findings to help in their blood-lending campaigns.

The Johnstown, Pennsylvania, blood bank has written for permission to use the plan. And the bank at Buffalo is studying it.

But what has been started in the blood bank campaign in Columbus may well go beyond us. This may have provided the first proving ground for a departure in community action: the planned application of motivational research to some of our most urgent social problems.

# Applying public relations to attacks on education

By Ralph C. Champlin

Vice President in charge of Public Relations The Pennsylvania Railroad Company Philadelphia, Pennsylvania

Members of the special subcommittee whose excellent report is summarized below are: Ralph C. Champlin, vice president in charge of public relations for the Pennsylvania Railroad Company; Denny Griswold, publisher and editor of The Public Relations News; and Stewart Schackne, manager of the public relations department at Standard Oil Company (New Jersey).

SEVERAL CRITICAL ARTICLES about the public school system, appearing in general magazines in the early part of 1954, were disturbing to the heads of the National Education Association and the American Association of School Administrators. The first represents all levels of education and the latter represents superintendents of grade and high schools. William G. Carr and Worth McClure, executive secretaries respectively of these organizations, requested the help and advice of the Advisory Public Relations Committee to the Chamber of Commerce of the United States, both on short and long range public relations problems and policies of their organizations. Their membership includes over a half million persons in the educational field.

After a very frank and constructive discussion by these gentlemen with the Committee as a whole, a subcommittee was appointed to prepare a report and make specific recommendations.

With the aid of material supplied by Messrs. McClure and Carr, the subcommittee surveyed the activities of the associations, and past programs of public relations for education in general and high schools, and grade schools in particular. The first and outstanding fact is that comprising, as it does, some 70 odd thousand school systems in the

country it is impossible to generalize on the public relations of the educational system as a whole.

The report of the committee reviewed this aspect of the problem and cautioned leaders in education associations against allowing their estimate of the seriousness of the attacks to be exaggerated, in view of the broad background of generally high regard for all phases of education. Recent attacks appeared more bitter than formerly, but generally the criticisms were based on small, specific instances which were put into unjustified generalizations.

On the other hand, the report pointed out that the reaction of educational leaders had been mostly to criticise this criticism. Further, the subcommittee said: "To us who are not in the field of education, but who follow the press and other public expressions of opinion more carefully than the average person and who are familiar with the practices and predilections of journalists, it seems that, too often, the reaction of educators to criticism is a refusal to examine its possible validity. Instead there appears to be an attempt to assert for education an immunity to inspection which is granted to no other segment of our society, including the clergy."

Another conclusion of the report is that some of the controversies centering around school boards in various com-

munities have had their roots in the attitudes of the teachers, or in what parents thought was the attitude of some teachers, based on the withdrawn attitude and feeling of "specialness" of the teaching profession and an unwillingness to accept suggestions except from those trained in the education profession. Much of this, in the opinion of the subcommittee was due to lack of good communication between educators and the leaders of their communities.

As suggestions, the subcommittee recommended a closer examination of public attitudes toward education and a careful examination of criticism in order that "the house might be put in order" and any imperfections admitted —"more humility in the public statements of educators might create more tolerance of those imperfections which inevitably appear."

The report recommends that an effort be made to disabuse any notions of seclusion on the part of teachers, with frank discussions of any shortcomings and solicitation from parents and community leaders in overcoming them. "Anyone who enlists in a cause inevitably becomes a defender. If, occasionally thereafter, such meetings could provide a situation conducive to the parents' letting off steam, the new allies would take part of the burden of defense off the shoulders of the professionals."

Another recommendation of the Committee was that "consideration should be given to having public relations people on school boards-not merely an untrained person arbitrarily given 'a public relations' assignment, but a professional public relations person appointed to counsel the board and members of the educational system throughout the community. The evident hostility toward business public relations practices and personnel shown by nearly all of the authors of various articles on public relations for schools is noted with regret. There are, however, many public relations people in labor, charitable, and similar organizations with professional experience."

The increasing concern by business executives generally affords many opportunities for educators to gain a more sympathetic understanding in their communities and probably public relations efforts on the part of leaders in the educational field would find greater support among the businessmen in the community today than ever before, the report concludes. • •

### THE BEGINNING . . .



In the Ridley Park High School office, science teacher Dick Smith (standing) listens to proposal of a summer job in the Automotive Laboratory at Sun Oil Company's Marcus Hook, Pa., refinery. Seated, left to right, are Sun representative Bob Matteson, High School Principal David H. Bining, and Supervising Principal J. Layton Moore.

Returning to school in the fall, following his summer job in the Laboratory, Mr. Smith carries back a firsthand account of oil industry research and its career possibilities to students in one of his chemistry classes.

### THE PAYOFF . . .

# Summer jobs for teachers= public relations dividends

By Dr. John H. Woodburn

Assistant Executive Secretary National Science Teachers Association Washington, D. C.



Do YOU WANT the young people in your community to have a better understanding of what your organization is doing? Would your employment problems be simplified if high school graduates could anticipate the skills and attitudes needed to hold a position successfully in your organization? Would your total operations proceed more smoothly if each group within your organization knew and appreciated the contributions every other group is making to the total success of your company?

Hiring teachers, especially science teachers, during the summer months, may accomplish some of these goals. Enough evidence has been produced to prompt the Future Scientists of America Foundation of the National Science Teachers Association and other professional groups to report on the program.

After teachers spent a summer with Union Carbide and Carbon Corporation the company had achieved better community relations and had helped to make better scientists of the teachers. The company felt that, in the long run,

ir would gain scientists from the boys and girls who are now taking high school courses from these teachers because they were better able to tell their students about the chemical industry, the chemist and the chemical engineer.

The company further reports it has received letters from students showing that this interest is passed on to them.

The teacher who spent a summer with Monsanto Chemical Company reported that his experience had been particularly useful in interpreting the types of openings in both trained and un-

trained employes. Another teacher who worked with E. I. du Pont de Nemours & Company, Inc. for the summer reported that he was now more aware of the needs of industry and the benefits of working for a large firm. At the end of his summer with The Atlantic Refining Company, a teacher felt that industry now respects his work and is gathering forces to assist him in his efforts. An official of The Timkin Roller Bearing Company feels that the teachers' understanding and appreciation of the place of industry in the community and of the need to prepare for the special kinds of work that can be offered by local plants can be increased through employing teachers.

A South Dakota teacher who worked during the summer as a guide in an abandoned but reconditioned gold mine felt that at the end of the summer he had a greater appreciation of the world's need for the common laborer. It was also brought home to him that all knowledge cannot be expressed adequately in books—first hand experience is the best source of knowledge.

As is true with nearly every activity, summer employment of science teachers carries certain risks. There are enough authentic cases of "piracy" to cause many people to look askance at the industrial employer who might encourage good science teachers to quit teaching. With the need for aggressive and stimulating teachers becoming more and more critical, industrial employers should follow the example being set by several firms. For example, The Procter & Gamble Company limits its program to teachers who are "interested in teaching as a profession and plan to stay in it."

Another way to handle this problem is cited by Sun Oil Company: "It is made clear in our initial talks to the schools that we consider the teacher ineligible for employment in the fall." From a public relations point of view there is an additional risk. Teachers who want jobs and can't find them and employers who have no applicants for appropriate positions become disappointed.

The question of salary creates somewhat of a problem. It is usually wise to spot the teachers in a job that gives them a variety of worthwhile experiences. Keeping their wage in line with similar employes becomes difficult. Socony-Vacuum Oil Company, Inc. suggests a solution that has worked out

fairly well by offering teachers the same salary they earn during the school year.

The American Chemical Society, Scientific Manpower Commission, National Association of Manufacturers, and many other national and local organizations have joined in encouraging industry to take the initiative in contacting school authorities to see if teachers are available for science-related summer jobs. With the help of trade and professional associations the Future Scientists of America Foundation distributes

a single page flier: "Let's Help America's Science Teachers Find Science-Related Summer Jobs."

The program bears very sharply on maintaining a long-term supply of adequately trained technical personnel and, when approached with no more caution than is required in any public relations activity, hiring teachers in science-related summer jobs promises rich returns in increased understanding of the common problems of education, business, and industry.

### **Our Expanding Horizons**

The great strides made by our nation over the last 80 years is perhaps best seen in the way the American family lives. The horse and buggy has been replaced by the automobile, and electricity has eliminated most of the hand drudgery about the house. Radio and television provide entertainment. Fresh fruits and vegetables the year-round are now a part of the daily menu. The stove and fireplace have given way to efficient and easy centralized heating. In a thousand ways life today is more comfortable and enjoyable.

Doesn't all this convince you, as it has me, that in 1955 the future holds just as great challenge and promise as it did in 1875?

What are some of the facets of this goal toward which we may so confidently move foward? Well, consider these facts:

By 1965 the total population of the United States may have risen to about 190 million, an increase of some 28 million over what it is today. Although the national work week will be shorter, dropping perhaps to an average of 37½ hours weekly, the gain in output per man hour on the farm and in the factory will likely yield a gross national product of \$543 billion. Of this, \$381

billion will represent disposable income—the amount of money people will have to spend. In both cases these will be roughly 50 percent over what the economy produced in the boom year 1953.

If these goals are achieved, and they are certainly within the realm of distinct possibility, American businessmen will see a great expansion in the national market.

An economy of this size will generate a tremendous volume of savings. As we all know, a large volume of savings is not only desirable but necessary. Savings are the means, the sole means, through which we can enlarge our capital plant and equipment and achieve the great gains of which the nation is capable.

An expanding America will have other needs. It will require an ever-increasing supply of highly trained men—engineers, chemists, and administrators.

These are some of the elements which go to make up the promise of the next 80 years. I think that if we should weigh them in the balance we would find that they would more than equal the promise and the opportunity that were held out to our grandfathers.

CAROL M. SHANKS
President, The Prudential Insurance
Company of America
Before New Jersey Historical Society

# The platform does it

By Guy S. Storr

Public Relations Consultant Paris

VERY OFTEN, the proper timing and the right launching spot can guarantee the success of a public relations campaign. Witness the results from a recent effort, made on behalf of the noted industrial designer and stylist Brooks Stevens of Milwaukee.

Last fall, Mr. Stevens, head of a firm of industrial designers, decided to start a public relations campaign, because he felt his recognition was restricted to a small specialized group in trade and industry. Mr. Stevens wished to be introduced to the large consumer market which was already using many nationally advertised products of his design. The situation was the same on the international level—in England and Italy where the clover leaf shape on the new Alfa Romeo car bore the Stevens imprint, without bringing recognition to its creator.

Our organization was retained to devise and conduct a campaign to spotlight his name and professional trademark on broad, popular lines in Europe. After examining Stevens' professional output, we found his realizations in the automobile field had the strongest mass appeal. Stevens had designed several bodies for racing cars and his latest automobile was nearing completion in Germany. It was the "Valkyrie"—which was to become internationally known later as the "Stevens-Cadillac," a body of special design on a standard American-made V-8 chassis.

We decided to peg our public relations campaign to this new car by Stevens-by displaying it at the Paris Automobile Salon in October 1954. We intended to profit from wider newspaper coverage during the fortnight of the Paris Salon. But our somewhat sudden decision gave two strikes against us. First of all, we had been by-passed in the bidding for suitable exhibit space and every desirable location had been taken by the large automobile companies and coach building firms. Only by a sheer fluke did we obtain a small corner, in an obscure, unfavorable section of the main exhibition hall. Worse, we were hopelessly past the stipulated

deadlines for the special Automobile Salon issues of the trade press and automobile magazines.

We intended to reach three trade magazines, three professional weeklies and two Paris dailies which publish a special automobile section. We also wanted the English and Italian trade papers, plus the European editions of American dailies, plus the weeklies and wire services. On our follow-up schedule were other American publications with correspondents in Europe. But all had to be covered at least two weeks before the scheduled Salon opening.

The Stevens-Valkyrie made its public debut in the September 23, 1954, issue of "L'Automobile," France's ranking trade journal with a quarter-million circulation. L'Automobile ran a three-page feature with Stevens' biography and photograph. This detailed article became the original take-off point for subsequent stories, to be published later.

On September 29, France's liveliest evening tabloid, Paris-Presse, with a 220,000 daily circulation, followed up with a story about Stevens. On September 30, Inter-Auto, a bi-weekly for the car trade, came third.

But these were merely inaugural nibbles—before the actual arrival of

the Stevens car on October 5.

The landing and elaborate unloading of the Stevens Valkyrie was covered by newspaper and wire service cameramen and reporters. Newsreel photographers were equally present. Leading magazines and newspapers gave good coverage.

So far, we could be very satisfied with the results of our public relations campaign. Our entry was a rank outsider in an international show where the large automobile companies had spent vast sums on promotion and display. Furthermore, the spotlight would be soon shifted elsewhere—as the Earl's Court Motor Show in London opens only a week after the inaugural of the Paris Salon.

Only our exhibit became an exception to this rule. Our public relations campaign rolled on and on—towards an unprecedented peak.



Brooks Stevens (seated) explains to Guy Storr the advantage of his new front style borrowed from sports car racing practice.

On October 18, Time Magazine, christened our Valkyrie with a special caption which ran under the car's photograph—published in all the 2 million copies of Time's international edition. The Stevens-Cadillac and its designer were featured in the special Timepiece about the Paris salon. Other publications and news services followed.

Almost simultaneously, the Stevens-Cadillac established a precedent for a one-specimen, privately designed car: the very important London Financial Times reprinted its photograph and described the car—in its yearly, highly respected special summary about the world's automobile production.

At the date of this writing, in March 1955, photographs of the car and Stevens still appear in the world press—six months after our original display.

But our results obtained with the Stevens campaign are of special importance for the technicians of public relations. We have all been trained to identify Paris as the ideal launching spot for fashion merchandise, or for an introduction of a class customer's appeal.

With its central location and glorious past, Paris is still a leading idea center of the world. For the public relations man, contacts are easier to make here, exchange of ideas is faster and exploitation angles are more apparent.

The conclusions from the successful Brooks Stevens campaign can be applied to other industries and merchandising. They needn't even have outlets or markets in Europe. Paris can still be selected for launching public acceptance on an international scale.

# What's happened to the orators?

By Maurice O'Reilly

Public Relations Department The Borden Company New York City

T'S A SAFE BET that public relations people spend more time giving speeches, or listening to them, than any other group. These speeches are invariably accompanied by a luncheon or dinner, with the result that participants (active and passive) must depart the affairs not only with sustenance for their minds, but for their bodies as well.

Which profits more, mind or body, or whether either profits, were questions that had been bothering me for a number of years. I thought I had noticed a general deterioration in the quality of the fare, spoken and eaten, at these affairs, but I lacked any comparative. What, for example, were the dinners, and the speakers who followed them, like a quarter of a century ago?

Quite by accident, I found the answer in an old Reader's Digest. There was a little filler piece that said: "A popular after-dinner orator of a generation ago invariably began his talks with the invitation: "You have just enjoyed a turkey stuffed with sage. Now enjoy a sage stuffed with turkey."

Two things immediately struck me as being wrong with the Digest item. Or rather, with the Digest item if it were about an after-dinner orator in *this* generation. In the first place, they don't serve sage-stuffed turkey any more, at lunch or dinner. In fact, they don't serve turkey. It's either underdone chicken or overdone meatloaf, or stuffed tomato surprise. (Can you imagine a speaker getting up and saying: "You have just enjoyed a stuffed tomato surprise. Now enjoy a surprised stuffed tomato." Ridiculous, particularly if the speaker is a lady.)

"Where," I mused, "are our afterdinner orators today? Surely, an art that survived 2,500 years from the days of Pericles and Demosthenes down through Hale and Bryan could not disintegrate in the space of a quarter-century?"



Maurice O'Reilly graduated from Seton Hall University in New Jersey, organized the school's first Press Bureau, served as infor-

mation officer with the New York Federal Milk Market Administrator, joined Borden in 1952 and is now in charge of the Public Relation Department's Financial Section.

Three days later I had the answer. Program chairmen, I discovered after extensive research, are the biggest single factor contributing to the declining level of post-prandial oratory. The orators themselves are the second biggest factor. All the other factors are negligible.

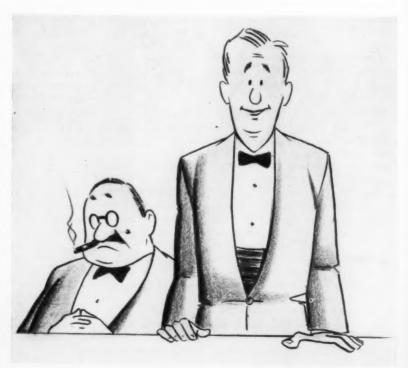
The hard and inescapable fact is that, in the eyes of program chairmen, the after-dinner speaker is today's forgotten man. A guest speaker is something like a vermiform appendix: you don't need one, but you always have one. And, because he is always there, he is soon taken for granted—like the fruit cup on the menu.

The speaker ceases almost to be a human being, much less a VIP, and his topic is less important than the time he will need to discuss it. The poet who

said "Leave time for the animals, man has forever" never addressed a service club luncheon.

The program chairman, of course, deserves some sympathy. He was probably picked for the job in absentia, and is serving out his time (one month, four months, or a year) in perplexity and perspiration. If he devotes too much time to the task, his livelihood suffers; if he devotes too little time, the audience suffers. Moreover, he's up against stiff competition in finding a speaker for his program.

I read in the November issue of The Amercian Legion Magazine that there are 18,300 male and female service clubs in the U. S. that average a meeting a week, plus 10,000 other organizations like PTA, Chambers of Commerce,





American Legion (naturally), and Women's Clubs. These 28,300 regularly scheduled gatherings will attract about 2,000,000 members and guests.

Now, assuming that these groups meet 50 times a year, and that the speakers don't circulate from group to group, you need a pool of 1,400,000 speakers. That's the maximum, of course. Then you have to figure that not all those who are invited will accept. Suppose you have to invite three people to speak before you get one to take the offer? The pool would grow to 4,200,000! Anyway, you can see that the program chairman has quite a job on his hands.

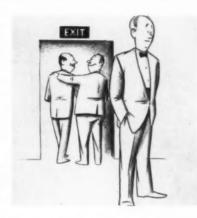
What I can't understand, though (and he deserves no sympathy for this), is the program chairman's treatment of a speaker once he lays his hands on one. If I were a program chairman, and had succeeded in snaring a speaker from the grasping fingers of 28,299 other chairmen, I'd treat him with the respect he deserves. I have some good friends who have taken on voluntary speaking assignments. When I interviewed them as part of my research for this article, the stories they told made the pearl onions stick in my throat.

One fellow, for example, said he ground out two fillings listening to a chairman exhort the membership to turn out in force for the next meeting, and to bring their friends, "because we're paying for the speaker next week." To make the talk, he had flown out at company expense, lost a holiday, and caught a cold in the bargain. A return invitation, I might add, evinced little interest.

Take hotel accommodations. The meeting you're addressing somehow always coincides with an American Legion or a Shriners' convention. The program chairman could be a Commander, or a Grand Knight, and have arranged suites for 2,000, but you're lucky if you end up in a rooming house. Next best thing is a hotel room next to the incinerator (in summer), or alongside the elevator shaft, where you swear you have Marlowe's ghost for a roommate.

The meetings themselves aren't much better, my informants tell me. Water is a substance removed by the waiter as you stand up to speak. Lecterns, program chairmen reason, are for churches. Your sack suit suddenly looks drab among a forest of black ties and shining shirt fronts, or your tux clashes with the sports jackets in the audience.

You've been allotted 30 minutes for your talk. You're going to ad lib, so it will be spontaneous, but you've got it timed down to the minute. The chair-



man has already warned you five times that "we've got to get out of here on the dot of two," and at twenty of he's calling for another chorus of "God Bless America" in honor of the 32 members (introduced individually and applauded) who haven't missed a meeting in two years.

By this time your mind is working furiously, trying to compress the talk, first into 25 minutes, then 20, then 15. You hardly notice him when the chairman leans over and says that he's mislaid the biographical notes and what was your name again? You tell him, and he stands up confidently to introduce you. He gets your name wrong anyway, puts you in charge of something else with a different company (usually a competitor), and sits down to polite applause. You now have ten minutes left, and you use two of them to explain that the introduction wasn't quite right, but that it was your fault and not the chairman's. Above the sound of your voice (a

strange, disembodied thing) you can hear chairs being scraped back, and out of the corner of your eye you can see shadowy forms darting through the side exit.

Somehow, you make it. You didn't quite get your point across, and you had to kill the punch line at the end, but dammit you made it by two o'clock. The officers on the dais applaud (except for the treasurer on the far left, near the exit, who has gone), as do the members at the tables directly in front of you (the only ones occupied). The chairman stands up and says "Thank you, sir, for that very interesting talk." You know that he called you "sir" only because he's forgotten your name again.

You begin to mingle with the officers and guests, and suddenly they've evaporated. You go back to your hotel room, get your bags, and hop a taxi to the airport. The clerk finally gets you a seat on a DC-3, but the plane ride is too bumpy to let you do any of the work that's piling up because you're on the plane and not in the office.

When you get to the city, you miss the last commuter train and have to wait an hour and a quarter for a local. At this point, you swear you'll never give another talk. And you don't, until the next invitation comes in.

All this, mind you, is strictly reportorial. I'm only passing on what my friends in the after-dinner speaking business tell me. But since every report is supposed to have a conclusion, I shall state that the probable reason post-prandial oratory today is not the same as it was 50 years ago is that there are different people making speeches.

For myself, an old service club member, I shall continue to berate program chairmen for the generally poor quality of the after dinner speakers they have selected. • •



### **NEWS IN VIEW...**



Public and private opinions were traded freely between nationally-known public opinion researchers and Wisconsin public relations workers in a lively one-day seminar on "The Role of Public Opinion Research in Public Relations" held in April. Seated, left to right, at the meeting in Madison's Hotel Loraine: Elmo Roper of Elmo Roper and Associates, New York City, and Walter G. Barlow, vice president of Opinion Research Corporation, Princeton, N. J.; standing, Scott M. Cutlip, journalism professor at the University of Wisconsin. chairman of the morning session; Richard Holznecht, public relations director, Parker Pen Co., Janesville; Larry Smotherman, president, PRSA's Wisconsin Chapter; and John H. Paige, vice president, Wisconsin Telephone Co., Milwaukee. (See story on page .)



Charles F. Moore, Jr., has been named vice president-public relations, Ford Motor Company. Since joining Ford in 1952, Mr. Moore has served as director of public relations and has been a member of the administration committee. He is also a member of the merchandising and industrial relations committees. For several months during 1953 and 1954, he was on leave from the company to serve on the White House staff as a special consultant to President Eisenhower.





Hale Nelson, vice president of the Illinois Bell Telephone Company and chairman of PRSA's Education Committee, reports broad new developments for the Society's educational activities in 1955.



Dan J. Forrestal, manager of public relations, Monsanto Chemical Company, St. Louis, who serves as chairman of PRSA's Information Center Committee, has announced that a national library of public relations material will be established in New York this fall.



In recognition for 25 years work in pioneering educational public relations and for her contributions to the growth of Boston University. Mrs. Edward R. Collier was tendered a testimonial dinner on May 11. Mrs. Collier taught school for several years prior to becoming a newspaper reporter and feature writer. Her interest in education and journalism led to her position as publicity director at the University where she became a national pioneer in the field.

### HIGHLIGHTS OF PRSA'S SPRING BOARD MEETING . . .

PRSA Charters Two New Chapters; Establishes National Information Center on Public Relations; Undertakes New Studies in Fields of Education and Research. Spring Board Meeting Heavily Attended.



PRSA OFFICERS IN ATTENDANCE
AT THE MEETING

- (The Spring Board Meeting of the Public Relations Society of America, Inc., attended by 41 members from 17 states, was held at the Key Biscayne Hotel, Key Biscayne, Miami, April 29-30. Highlights of the meeting follow.)
- 1. Charter of two new Chapters of the Society, bringing the national total to 28: Central Texas (Austin-San Antonio); Connecticut Valley (Hartford).
- Establishment of a national Information Center on Public Relations at Society headquarters in New York, with a special librarian.
- Publication of a new revised bibliography, in short form, on public relations and related literature, with plans for a published work covering complete source data on the subject.
- Initiation of a pilot survey with educational institutions on curricular content of public relations courses presently being taught.
- 5. Announcement of a new research project for completion in 1955 aimed to clarify elements of present public relations practice for personnel training reference and professional development interest.
- Extension of personnel development testing in chapter areas to increase sampling in aptitude research for public relations employes and trainees.

- 7. Announcement of plans for the Tenth Anniversary issue of the Public Relations Journal, October, 1955, with analytical survey articles covering important aspects of the public relations field and programming, with added distribution of the commemorative edition to educational, professional, industrial and chapter centers.
- Announcement of the Seventh Annual Edition of the Public Relations Register in new format, as a bound volume, for the first time.
- Continuation of the Public Relations Reference Roundtable pilot test in the Western District throughout 1955—a professional consulting exchange service.
- 10. Completion of plans for an outstanding National Conference at Los Angeles, November 14-16, 1955, with many new features planned of professional interest and significance. Approval of Philadelphia for the site of the 1957 National Conference. (The 1956 meeting will be in Milwaukee.)
- Planning for a Chapter Management Digest as a service to the organizational components of the Society in their increased activities program development.
- 12. Endorsement of the "Letters From America" program as one of the five voluntary public service projects of the Society for 1955.



George M. Crowson President



W. Howard Chase Vice President



Ward B. Stevenson Treasurer



William A. Durbin Secretary



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### Spring Public Relations Conferences Across the Country Cover Broad Horizons in the Field

#### CHICAGO'S FIFTH

It isn't enough for business management to simply live up to its responsibilities to society. It must at the same time communicate to the public that it is indeed living up, said Burleigh B. Gardner of Social Research, Inc., Chicago.

Ordinary communications techniques frequently don't get below the surface, Mr. Gardner told more than 200 public relations executives and their guests who attended the Chicago chapter's fifth annual public relations forum at the La Salle Hotel on April 19. Topic of the forum was "Getting Your Money's Worth Out of Your Public Relations."

Mr. Gardner participated in a symposium on measuring PR achievement. With him on the panel were Walter G. Barlow of Opinion Research Corporation, Princeton, New Jersey, and Professor Arthur H. Barnes of the University of Iowa School of Journalism.

Moderator was Leo E. Brown, public relations director of the American Medical Association, Chicago. Mr. Brown was general chairman of the Chicago Chapter Committee which staged the forum.

George M. Crowson, national PRSA president, opened the forum with a luncheon address. PRSA is coming to genuine maturity, he said, as evidenced by chapter growth, membership growth, and professional activities of local chapters.

Walter G. Barlow, opening speaker on the symposium, stressed the need for opinion research in "gathering information on which to base the exercise of leader-ship." He presented case studies to illustrate the application of opinion measurements to such problems as automation, the attitude of college seniors toward employment, the permanent closing of a plant in a small community, and the effectiveness of employe communications. Research in the last field, he pointed out, "can help to make your media dollars go farther."

An understanding of motivation is necessary in evaluating public relations efforts, Mr. Gardner declared. People have a preformed "image" of a given company, he pointed out, and everything the company does and says is interpreted in terms of that pattern.

Mr. Gardner urged corporate public relations practitioners to seek out the "image" which people carry in their minds about their companies. "What are the strengths which must be reinforced? What are the weaknesses which must be overcome? Then, what are the steps we must take to do the job?"

Professor Barnes told the audience that colleges and universities frequently can be helpful in conducting research on topics of mutual interest to the schools and to business. He recently surveyed state universities and colleges in the Midwest and tound a great deal of business-sponsored research going on in the fields of information and communication, typography and format, content analysis and readability, as well as considerable straightforward survey work.

Four case histories under the headline, "We Got Our Money's Worth," were presented by Colonel Harry Shoup of the Continental Air Defense Command, Colorado Springs; Mrs. Kay Metz, Public Relations Department, The Quaker Oats Company, Chicago; Mortimer B. Doyle, Division Manager, National Association of Manufacturers, Chicago; and Merton H. Knapp, General Information Supervisor, Illinois Bell Telephone Company, Chicago.

Colonel Shoup told how the Air Force first measured public reaction to jet planes and the noise they produce over metropolitan areas, and followed up with a comprehensive public relations-information program to alter public attitudes.

Mrs. Metz described her company's program to win the support of employes'

wives, then illustrated by tape-recorded interviews how the company goes about measuring wives' attitudes, to help in the jeb of dramatically presenting the facts to management.

Mr. Doyle presented a study, made in 1954, which showed favorable shifts in public attitude toward the N.A.M. since a similar survey five years earlier. Mr. Doyle's presentation emphasized the value of having a base study with which to compare later surveys.

"City X" was cited by Mr. Knapp. He described measurement techniques which determined that many citizens of "City X" rated telephone service as largely unsatisfactory and took a dim view of the telephone company—even though technical measures showed service was good and company practices up to standard generally.

A program of public relations and information brought sharp improvement in responses over the next two years, even though technical services remained as they had been. And after the special PR efforts were discontinued, the improved public attitude held firm.

The day's program revolved around the key question, "How Effective Is Your Medium?" "For those who still balk at modern measurement techniques," Chairman Leo Brown provided a "medium' in the form of a model with a crystal ball, to answer members' questions at the conclusion of the program.

#### SAN FRANCISCO'S SIXTH

Following the successful pattern of last year's conference at Stanford, the Sixth Annual Conference was held this year on the campus of the University of California in Berkeley.

A high interest point was a luncheon at the Radiation Laboratory and tour of the Bevatron.

(Continued on page 32)



Portion of the Chicago conference audience in the Grand Ball Room of the La Salle Hotel.

# People . Programs . and Accounts



J. E. DREW, public relations director, Lever Brothers Company, has been appointed chairman of the Public Relations Committee of the Association of American Soap and Gly-

cerine Producers, Inc. He also heads the Committee on Public Education, National Association of Margarine Manufacturers, and is a member of the Public Relations Advisory Committee of the Grocery Manufacturers of America, Inc.

HERBERT C. CORNUELLE has been elected a vice president of the Dole Hawaiian Pineapple Company, Honolulu. He will be responsible for the industrial relations and public relations divisions and will continue to assist President Henry A. White in administrative functions.

LEWIS M. SMITH, president of the Alabama Power Company, Birmingham, has been elected a director of the Chamber of Commerce of the United States.

BENSON INGE has been named vice president-director of public relations at Ted Bates & Co., New York. He joined the firm in 1941 as director of the press department.



WILLIAM N. MC-DONALD, III, public relations manager of American Machine & Foundry Company, has been elected president of the Industrial Publicity Association of New York.

A. L. (BILL) POWELL has been named assistant director of public relations at Pillsbury Mills, Inc., Minneapolis. Mr. Powell has been responsible for press relations and publicity for the past three years.

ROBERT E. STEELE, public relations manager at the Electric Boat Division of General Dynamics Corporation, has been transferred to New York City where he has been named to the newly created post of New York public relations manager for the corporation. He will be succeeded by SAMUEL J. WORNOM, JR., who has headed the radio and television branch since 1953.

HENRY OBERMEYER, vice president of Bozell & Jacobs, Inc. (N. Y.), has been made administrative vice president and ALVIN WILLNER, comptroller, has been named secretary and assistant treasurer.

MACK KEHOE, manager of the community relations and publicity department of the Miller Brewing Co., Milwaukee, has been named judge of the general excellence bracket of the current Wisconsin Press Association newspapers contest.

### MOVES

DAVID W. EYRE, former managing editor of the Oregon Journal in Portland, has been appointed director of public relations of the Dole Hawaiian Pineapple Company, Honolulu.

ROBERT J. MURPHY, a former staff feature writer for the Newark, N. J. Star-Ledger and night news editor in the New York bureau of a news service, has been appointed an assistant group supervisor in the Chicago office of Harshe-Rotman, Inc.

TED COX, formerly a partner in the public relations firm of Cox & Cox and executive vice president of Harshe-Rotman, Inc., has formed his own PR firm to be known as Ted Cox and Associates, Chicago.

Adrian P. Moore, Alan W. Rockwell, and James P. White, Jr., have announced the formation of the firm of MOORE, ROCKWELL, WHITE ASSOCIATES, INC., consultants and representatives specializing in public and market relations, New York.

WRIGHT H. MANVEL, former manager of personnel relations for G. E.'s Major Appliance Division, Louisville, has been appointed manager of employe and plant community relations at Carboloy Department of General Electric Company, Detroit.

ROBERT CARL, formerly with Ayres Compton Associates, has joined Witherspoon & Ridings, public relations firm with offices in Dallas, Fort Worth and New York City.

THOMAS P. SWIFT, for many years a financial and business writer on The New York Times specializing in utilities, has joined Bozell & Jacobs, Inc. (N. Y.). He will be on the staff of the Electric Companies Public Information Program.

ROBERT D. ECKHOUSE & ASSOCIATES, New York public relations and advertising consulting firm, announces the opening of offices in Fort Worth and Dallas, Texas.

Burns W. Lee Associates, Los Angeles and San Francisco public relations firm, announces a change in name to BURNS W. LEE-PATRICK O'ROURKE, INC. TERRY WHITE, former public information specialist in the Army, has joined the staff of Ayres Compton Associates, Dallas public relations firm, as an account executive.

The AMERICAN CHEMICAL SOCIETY'S New York office has been moved to new and larger quarters in the Park Avenue Building. Formerly at 60 East 42nd Street, the ACS New York office is shared by the Society's News Service and by the regional editorial staff of the Society's industrial publications.

BERT HOCHMAN, former night city editor of the Brooklyn Eagle, has joined the public relations division of Lever Brothers Company as publications editor, which will include publication of the company's internal house magazine, the Lever Standard.

ROBERT FLEISHER, former director of magazine publicity at Twentieth Century-Fox Film Corporation, has joined Ruder and Finn Associates, New York, as an account executive and magazine specialist.

NORMAN PALMER, former head of his own public relations firm, has joined the PR department of G. M. Basford Company, New York, as account executive.

CARLTON H. ROSE, former head of the Washington office, has been appointed director of public relations of the National Lead Company, New York.

(Continued on page 43)



Greta W. Murphy, director of public relations for the Milwaukee School of Engineering, now heads PRSA's Committee on Citations and Recognition. The report of her committee re-establishes, with Board of Director approval, a program of recognition for public relations achievement, beginning in 1956.

All the Money the

U. S. currency, fiscal year '53-'54 \$11,623,728,000 Annual income of Newsweek's million families-\$11,896,000,000

# **U.S. Prints in a Year**

doesn't equal the purchasing power of Newsweek's 1,000,000 families

Newsweek

Serving America's Most Significant Million

### COLUMBUS CHAPTER

Instead of their usual monthly luncheon in March, Columbus Chapter members assembled at WBNS-TV one night after dinner for a tour of the station. Larry Rhodes, public relations director of the CBS station, was official host. The group visited each department and learned of the many areas where the station can be of service to the public relations profession.

At the April meeting, members heard Henry W. Hopwood, assistant public relations director for Republic Steel Corporation, Cleveland, tell why "A Speaker's Bureau Is Worth the Effort."

An all-star cast was featured at the Fifth Annual All-Ohio Public Relations Workshop held May 17-18 at the Hotel Deshler-Hilton.

Speakers and topics on the first day included "PR Memo from Muscle Shoals," a Diamond Alkali Company presentation; "A Civic Function That Enhanced PR Prestige," Paul L. Eden, head of Eden & Associates; "Solving the Odor Problem of a Chemical Manufacturing Company," Harry L. Jackson, public relations director of the Lubrizol Corporation; and "Crusade in Cleveland," Edmond C. Powers, public relations director of the Griswold-Eshleman Company.

PRSA's president, George M. Crowson, assistant to the president of the Illinois Central Railroad, was the featured speaker at the dinner in the evening.

On Wednesday morning, David Marshall, director of public relations planning, Farm Bureau Insurance Companies, gave a behind-the-scenes report of the research and planning that went into the organization's change of name to "Nationwide."

zation's change of name to "Nationwide."

O. E. Anderson of the Ohio Bankers
Association moderated a panel on "Legislative Relations."

The morning program was concluded with a clinic on public relations problems, and the speaker at the final luncheon was Milton Fairman, public relations director of the Borden Company and editor of the Public Relations JOURNAL.

### DETROIT CHAPTER

The Chapter's April meeting featured a workshop session with Wayne University's "electronic brain" at the University Student Center.

William E. Stirton, vice president of the university, and Arvid Jacobson, associate professor of mathematics and director of the computation laboratory, addressed the group. The meeting included demonstrations, a film, and a complete tour of the laboratory. A high point of the program was a demonstration of the laboratory's central unit, a big automatic electronic computer, actually solving a typical problem.



NEW ENGLAND CHAPTER: Left to right, seated—Caroline Harrison, Chapter secretary and public relations director of the Boston Museum of Science; Arthur R. Upgren, dean of Dartmouth's Amos Tuck School of Business Administration; standing—Chapter President Richard P. Waters, Jr., public relations, John Hancock Mutual Life Insurance Company; Walter Raleigh, Chapter vice president and executive vice president of the New England Council; Robert L. Bliss, national executive vice president of PRSA.

Stirton and Jacobson showed how modern methods of electronic computation can affect industry, education and the entire community. Special attention was given to problems of interpreting these powerful new tools to the public and to management.

#### MID-SOUTH CHAPTER

First in a series to better acquaint Chapter members with public relations programs in the Mid-South, the March meeting featured Joye Patterson, public relations director of the Baptist Memorial Hospital, and George Benjamin, executive secretary of the Arkansas Automobile Dealers Association, Inc.

Miss Patterson discussed the awardwinning community relations campaign sponsored by the hospital. Mr. Benjamin outlined the behind-the-scenes maneuvering of his association in pushing through the controversial dealer-factory licensing law in Arkansas.

The annual report of the Arkansas Farm Bureau Federation is now in the public and school libraries of the state. This is another step in the Farm Bureau's campaign to acquaint young people of the state with the objectives and activities and was prompted by the article, "Getting More Mileage From our Annual Report," which appeared in a recent issue of the Public Relations JOURNAL.

Ed Lipscomb, director of sales promotion and public relations for the National Cotton Council, journeyed to Mexico recently to explain to some 50 leaders of the cotton handling and textile industries there the philosophy, over-all policies, and specific practices of the Council in promoting cotton products in the U. S. He also had a series of conferences with key individuals in advertising and public relations, including F. Sanchez Fogarty, president of the Mexican Public Relations Association.

### **NEW ENGLAND CHAPTER**

Arthur R. Upgren, Dean of Dartmouth's Amos Tuck School of Business Administration, says the American businessman with his remarkable ability to enlarge production has made our greatest single contribution to the world's culture, welfare and security."

(Continued on page 33)

## **News in Education**

### Business Aiding English Says New York University

American business may be doing more for the English language than any other single agency, according to a New York

University professor.

"Today it is not teachers or parents who are insisting on maintaining standards of English, but businessmen," said J. Harold Janis, professor of business english at NYU's School of Commerce, Accounts, and Finance. "It is they who are most articulate in their demands for correct spelling, grammar, word use, and punctuation. It is they who are urgently calling for clarity and conciseness."

Professor Janis was the principal speaker at the annual Eastern Regional Meeting of the American Business Writing Association being held at the De Witt Clinton Hotel in Albany, New York.

Pointing out that businessmen are taking action in this area, Professor Janis mentioned company training programs—through courses, meetings, bulletins, and contests—which are designed to arouse new interest in the value and power of good English and to teach employees to use it more effectively.

Further, he said, businessmen are letting their needs be known to high school and

college teachers.

In summing up why businessmen are interested in English, Professor Janis gave this answer: "Good English pays. Poor English costs money." The first promotes good relations and the second leads to delays and misunderstandings.

### American Viscose Expands College Program

Five more institutions have been included in the College Relations Program of the American Viscose Corporation, bringing the total to thirty-four, reflecting Avisco's continued interest in encouraging advanced education for American youth

Avisco's college program is designed to encourage the study of science, engineering and business administration. Actual selection of recipients is left to the faculty of each institution and the individuals selected are under no obligation of any kind to the corporation.

#### G.E. Names Consultant In Educational Research

Dr. J. Whitney Bunting, former president of Oglethorpe University at Atlanta, Georgia, has been named consultant in educational research for the General Electric Company's Educational Relations Services Department.

Dr. Bunting will help to develop corporate educational policies that are both appropriate to a business organization and soundly related to the problems of our educational institutions and systems.

### Educational Forum Scheduled By Ford

College professors from schools in the Ford Motor Company plant-city areas from coast to coast will attend the first Ford Educational Forum in Dearborn this summer to study the automobile industry.

Thirty-four educators will be guests of the company for the conference which is designed to give active college teachers a "short course" in various phases of the industry. The conference will take place

July 17-30.

Topics of study and discussion will include the organization and administration of the company and its employe relations, as well as marketing of automotive products, problems of mass production, public relations and the economics of the industry.

The educators will be able to check their ideas and theories and exchange views in first-hand contact with company

officials.

Teachers selected by a board of college educators and company officials will receive fellowship awards covering expenses, including travel to and from Dearborn.

The Forum has been planned for teachers from the social sciences and humanities fields. Both men and women are eligible.

#### Pitney-Bowes Winners

Two 17-year-old area boys are the 1955 winners of four-year college educations under the terms of the annual competitive scholarship program for sons and daughters of employes of Pitney-Bowes, Inc.

The victors win full tuition and academic fees for four years at the college or university of their choice, plus 80 per cent of living costs up to \$750 a year. In addition, the program provides for a four-year grant of \$500 annually to any private college or university chosen by a winner.

With the first two winners selected last year and two additional four-year scholar-ships to be awarded annually, a yearly total of eight students will be attending college under the Pitney-Bowes plan by 1957.

### **AERT Elects Martin**

The Association For Education by Radio and Television, a national organization devoted to the advancement of radio and TV for teaching, has elected Leo A. Martin, chairman of the communication arts division at Boston University's School of Public Relations, as its president for the next two years.

Professor Martin will supervise the organization's monthly magazine on the development of educational broadcasting and will direct liaison with both commercial and educational radio and television on a national and international scale.

### Plan Coordinated Distribution For Educational Materials Offered By Business

A coordinated method for the distribution of materials offered by business and industry to public schools has been devised by The Henderson Company of Washington, D. C. Known as "The Unit Method Aid and Distributing Plan," it has been established to aid industry in the selection of material for education and to assure schools they will receive material they can use.

The Unit Method Bureau has a fivefold purpose: to obtain authoritative and approved educational material; to handle the distribution of this material; to act as the educator's representative; to obtain from educators opinions as to material which will be useful; to serve as counselor to companies and organizations wishing to participate in the plan.

An Advisory Council of educators and journalists will determine from samples submitted whether the material offered is suitable for school use. The company offering the material will then be notified of the Council's opinion, and in the case of acceptance will be furnished with a Certificate and Seal of Approval.

To qualify for distribution by the Bureau, educational material must be approved by the Advisory Council, written for the age group that will use it, illustrated, free from advertising copy, and include a list of related subjects so the student may do further research.

A catalog of approved materials will be sent to all principals of elementary and secondary schools. From this list they can make selections of materials they wish to use.

For further information write to Kenneth M. Henderson, 10315 Montrose Avenue, Washington 14, D. C.

(Continued on page 40)



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# Why aestivate\*?

So, nobody works all summer, hey? No business, hey?

<sup>\* &</sup>quot;To pass the summer in a dormant or torpid condition"-New Century Dictionary.

# Different of what you suppose:

We've made a study of people's living, buying and advertising habits during the summer. We discovered that:

People live just as actively or even more so—during the summer as any other time of the year.

People do buy merchandise during the summer—lots of it. People do read magazines intensely in the summer.

Advertising visibility and attention value actually increase in the summer.

The New Yorker throughout the summer continues to give advertisers a substantial circulation bonus beyond its guarantee and its rate base.

Many alert businessmen have had impressive results from their summer advertising in The New Yorker and elsewhere.

We'd like to show you the evidence, as we discovered it just ask us or write us at Dept. PR-6

It's always open season with The New Yorker.





## THE UNIVERSITY AND ITS PUBLICS

By Clarence A. Schoenfeld, Harper & Brothers, Publishers, New York, 1955, 284 pp., \$4.00.

Reviewed by Francis C. Pray, Public Relations Counselor, University of Pittsburgh

To public relations directors, especially to those in higher education, this book offers a stimulating review of current problems of university administration.

Professor Schoenfeld writes with keen understanding and great competence of university administrative and educational affairs.

The author specifically points out that this book is not primarily for public relations people, but primarily for educational administrators. Yet it is perhaps because of a slight self-consciousness in trying to avoid references to public relations while constantly drawing public relations inferences, that the book does not reach in fullest degree what might be its greatest value to both groups as a review of current university administrative problems and policies.

I could wish that Professor Schoenfeld had made this book more directly a review of these programs and policies as manifested in a contemporary university and let the book be useful on that basis.

It is what seems to me the author's overly deliberate avoidance of the words "public relations," while relating his presentation to the problems of gaining public support and understanding, which bothers me. I cannot agree that students, professors, trustees, are in any real sense separate "publics" which must be considered as separate problems, groups to be worked on, if you will. Nor can I consider the alumni as an "auxiliary public"! These are parts of the academic family. We do not endeavor to do a better educational job with our students or to create a more scholarly faculty in any degree whatsoever because it is better "public relations," but because it is better education.

Professor Schoenfeld tends, also, I

think, to draw too many conclusions in the shape of the large publicity-supported institution. There are those who would argue that certain other kinds of institutions may appropriately sharply delineate their spheres of activity; that the "extension service' is not a way of life for all; that there is a place in higher education for the institution which is more interested in exploring a given educational philosophy than in creating multiple service programs for its immediate community.

However, this is not intended to be an unfriendly review. I liked the book. It contains a stimulating and provocative series of essays in educational administration, each well done, each completely acceptable in principle and within context.

I recommend it to my colleagues, both in public relations and in other fields of administration. It could with profit be read also by parents wishing to understand the problems of the modern university. It could with profit be read also by trustees, and members of advisory boards. It certainly will be read with profit by the public relations director who needs occasionally to remind himself that education is people, not programs. •

# CAREERS IN RELIGIOUS EDUCATION

By Roland Wolseley. The Association Press, New York, 1955, 116 pp., \$2.50.

Reviewed by Stewart Harral, Director of Public Relations Studies University of Oklahoma, Norman, Oklahoma

What are the opportunities in religious journalism? Are specific abilities required? How does this field differ from related fields? What about working conditions and salaries? Who are some of the outstanding specialists?

Roland E. Wolseley, professor of journalism at the Syracuse University School of Journalism, tackles these questions, and the result is a concise and informative book.

Professor Wolseley is quick to point out that churches usually select trained personnel in most administrative areas but that all too often untrained persons are assigned to journalistic and public relations tasks.

And the author, unlike so many others, points out the chief differences in publicity, public relations, promotion and other related endeavors.

Basically, this book will be of most interest to students, teachers of journalism and public relations, and others who are concerned with vocational possibilities in religious journalism.

## THE PROCESS AND EFFECTS OF MASS COMMUNICATION

By Wilbur Schramm, University of Illinois Press, Urbana, Illinois, 1954, 562 pages of text; bibliography of 100 titles for further reading, \$6.00.

Reviewed by Simon Williams, Research Director, Dudly-Anderson Yutzy, New York

Against a background of problems and practice in international communications, often specifically related to wartime propaganda, this book attempts to analyze how the communications process works in any sphere of social communication—how attention is gained, how meaning is transferred, how opinions and attitudes are created and modified, and how group memberships, role concepts, and social structure are related to the process.

With background furnished by more than forty contributors, three threads of thought are woven into the text. One presents experimental evidence relating to the use and impact of the media. The second reviews the speculation, hypotheses, and theory of the emerging science of communication from the psychological, sociological, and anthropological viewpoints. The third abstracts experiences gained during World War II of significance to the future of international political communications.

The experimental evidence is meager and inconclusive. This is not a criticism of the book but is rather a sobering thought for public relations practice. A more critical note is the fact that neither evidence nor commentary on television is to be found anywhere in the text, even to the effect that no data exist, if this is indeed the case. This is in keeping with the fact that the experiments reviewed almost entirely date prior to 1950, again without explanation, leaving the reader with a sense of uncertainty as to the timeliness of the material.

Combined with the paucity of experimental data, the theoretical discussion points clearly to the fact that much more is known about how people the world over form, hold, and react to

(Continued on page 41)

### Public Relations Wins Recognition in Brazil

Recognition of the role of public relations and advertising in the promotion of closer economic and cultural relations between nations was evidenced April 21 in awards bestowed by the Government of Brazil upon seven United States citizens. The heads of a public relations firm and an advertising agency were among those who received Brazil's highest honor to nationals of other countries at ceremonies at the Consulate of Brazil, New York.

Joseph A. Jones, president of Reed-Jones Inc., and Marion Harper Jr., president of McCann-Erickson, Inc., received Brazil's "Cruzeiro do Sul," the Order of the Southern Cross, from Ambassador Joao Carlos Muniz at ceremonies and a reception attended by more than three hundred business and government leaders. Minister Gouthier said that this was the first time the Brazilian Government had awarded the "Cruzeiro do Sul" to a public relations firm and an advertising agency.

### Motivation Theme of Social Science Seminar

The third annual Social Science Seminar, sponsored by the Stanford Research Institute, was held March 23 at the Fairmont Hotel in San Francisco.

The theme of the all-day conference was "Motivation." Featured were talks by social scientists who have been active in applied research for government and industry and have led thinking in the field of motivation research.

Chairman of the day was F. Douglas Tellwright, vice president of The Pacific Telephone and Telegraph Company.

Dr. Paul Lazarsfeld, professor of sociology and director of the Bureau of Applied Social Research, Columbia University, opened the morning session with an address on "Motivation Research."

"Research on Communications" was the subject of Dr. Alex Bavelas, professor of industrial management at Massachusetts Institute of Technology. Both morning speakers are Fellows at the Ford Foundation Center for Advanced Study in the Behavorial Sciences at Stanford. The luncheon speaker was Dr. George Katona, professor of psychology and economics at the University of Michigan Survey Research Center. His topic was "Consumer Attitudes and Demand."

Afternoon sessions were concerned with evaluation of advertising programs, depth interviewing and projective techniques, attitude and opinion research, and motivations of management personnel. Discussion leaders included Dr. Bertrand Klass, Dr. Richard Blum, and Dr. George Ebey of the Institute's Applied Social Science Research staff and Dr. Robert Tennenbaum of the University of California at Los Angeles Institute of Industrial Relations.

The minute we say to ourselves we have succeeded, we have confessed failure. A man who is doing his best each day is truly alive, but a man who did his best yesterday is starting to die.

THOMAS J. WATSON.

# Things are booming in Reynolds "Thirteen original states"!



In Texas, Reynolds San Patricio and La Quinta plants are going full blast, turning Reynolds Jamaica ore into Reynolds Texas Aluminum. And in 12 other states the story is an equally prosperous one.

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"We have had the greatest response in writing from this program that we have ever had...from almost every facet of economic and educational life."

Such a response can be yours, and an important institutional purpose served—all at amazingly low cost—with a BIOGRAPHIES-IN-SOUND broadcast created and custombuilt for you.

business of public relations



a service of RCA

For full information, please call your NBC Radio Representative, or write to NBC Radio Network, 30 Rockefeller Plaza, New York City

### SPRING PUBLIC RELATIONS CONFERENCES—(Continued from page 20)

The morning session featured a presentation by General Electric—"The Decade of Decision"—led by G. E. executives, and a discussion on world wide industrialism, new public relations problem for U. S. business.

Following the Bevatron tour, the afternoon session covered "Obstacles in the Path of U. S. Industrial Growth . . . Job for Public Relations" and "The Guaranteed Annual Wage . . . Boom Times Ahead for the Aspirin Trade."

The conference summary was given by F. Douglas Tellwright, vice president-public relations, The Pacific Telephone and Telegraph Company.

Featured speaker at the dinner was William M. Rand, deputy director, Foreign Operations Administration, and former president of the Monsanto Chemical

### FIFTH CONFERENCE AT TULANE

Those who desire to mold the opinion of the American public must consider women as an important and special public, the public relations director of the Quaker Oats Company said April 26 at Tulane University.

Speaking at the fifth annual Southern Public Relations Conference at Norman Mayer Memorial Building, Don R. Cowell, said that women are an important segment of American society which has been neglected in corporate public relations endeavors.

Tracing the Quaker Oats program for women, Mr. Cowell said that in instituting the program, the company felt that it was doing a reasonable job in selling women many of its products, but not too good a job of selling women ideas.

The more the plans were thought out, the more strongly the company came to believe that "what the American women thinks is just as important as what she buys."

Today, Mr. Cowell pointed out, the public relations program for women is concentrated on three groups: (1) wives of plant employes; (2) women residents of the 23 communities of Quaker Oats' plants; and (3) the most important state and national women's groups.

The plant wives program, which is called "Wives are Quakers, Too," is designed to create and maintain an informal and friendly attitude between wives of employes and the company, and to bring an appreciation of company problems and a confidence in the company, Mr. Cowell said.

"Special people from each plant community and two plant departments head monitors each meeting," he said. "Lead-



FIFTH ANNUAL SOUTHERN PUBLIC RELATIONS CONFER-ENCE, Tulane University—left to right: Horace Renegar, director of public relations, Tulane University; Edward F. Baumer, director of public relations, The Prudential Insurance Company of America (Western Home Office) Los Angeles; Ray Samuel, director of public relations and advertising, Higgins, Inc., New Orleans.

ing-citizen monitors have been generous in their praise of the project and its objectives."

The director of the women's program, he said, speaks frequently before national federated women's clubs, business and professional clubs and service clubs.

Approximately 150 leaders of industry, business and education throughout the South, as well as Southern public relations practitioners took part in the conference, which was sponsored jointly by Tulane and PRSA's New Orleans chapter.

In a second address, Scott Jones, Chicago public relations consultant, said that public relations practitioners must be just as "tangible minded" as businessmen.

"Being tangible minded," he said, involves two basic things. Public relations men have to have a tangible purpose—that's planning. And they have to show tangible results—that's execution."

Mr. Jones, who is a partner in the public relations firm of Gardner and Jones, said that there are seven basic plans for good public relations planning . . . of a company.

The first, he said, is to know both the company's long and short range goals.

"This does not mean public relations objectives," he pointed out. "It means management's plans for the next 10 years for the long range view and the next year for the short range view.

"If public relations is a management function and if the public relations director is a member of the management team he must know the direction the company is headed, the route, the schedule and how management intends to travel."

The second step, he said, is to know the company's policies and get them down on

"Objectives state where management wants to go but policies outline the directions for getting there," Mr. Jones said. "The public relations man must know the policies of each division and department of a company if he is to do an intelligent job of interpreting the company to the public."

Mr. Jones cited other basic steps as: listing public relations objectives and seeing that management knows them; demonstrate a need for a company public relations committee; prepare a separate public relations annual report and publicize it internally; know the attitudes and opinions of the company's publics; and plan for the unexpected.

Other speakers were: Milton Fairman, director of public relations of the Borden Co., New York; Robert L. Bliss, national executive vice president, New York; and Edward F. Baumer, director of public relations, western office, Prudential Life Insurance Co. of America, Los Angeles.

Horace Renegar, director of public relations at Tulane, served as conference chairman.

In itself life is neither futile nor purposeful. It is potential. It awaits our decision: futile as long as we leave it so and purposeful as soon as we put purpose into it.

CHARLES PARK.

This, he said, is the view of the people of western Europe, who greatly envy American businessmen.

We see evidences of that envy in the efforts of many countries, particularly England and the Netherlands, are making to uncover the secrets of our great productivity," he told a luncheon meeting of the New England Chapter at the Boston Club.

They are planning to establish schools of business administration such as the Graduate School of Business Administration of Harvard and the Tuck School at Dartmouth. They are receptive to displays of American merchandising techniques and manufacturing techniques.

"They purchase large amounts of the ingenious machines which are management's primary tool for enlarging labor productivity and therefore, labor income."

Dean Upgren traced the economic story of the United States through recent years and said:

"The greatest social revolution of all has taken place in the United States. Karl Marx essentially had asserted that the rich would get richer and the poor would get poorer as the result of capitalist exploitation.

What has happened is that the rich are relatively less rich and the poor are more prosperous.

"From 1929 to the late 1940's, the income of the richest five percent of our income receivers declined from approximately \$13,500 to \$8,994 while the per capita income—the incomes of all of us since no one is really poor-increased from about \$600 to \$1,600."

He said increased liquid savings and demand for durable goods have contributed to a road to reconversion since the war and have led to a free economy.

That freedom of economy, he added, has been accompanied by a remarkable stability in prices and he said:

"The remarkable tax adjustments of a year and a quarter ago, have served to increase consumers disposable income during every quarter of the modest (recent) recession.

"The resulting enlargement of personal consumption expenditures and housing expenditures has turned total production, income and total welfare in an upward direction.

"The choice we have made in favor of general controls-fiscal policy, monetary policy, house financing policy—and against controls—direct regulation of prices and wages-has created a climate of freedom for business.

'In that climate business makes that great progress, and will continue to do so, which will win public esteem and a renewed franchise for the private enterprise system."

The New England Chapter has initiated a news letter to be issued at intervals between the Chapter's five to six regular meetings of the year. It will keep members informed on activities of the Chapter and its members throughout the year.



Robert F. Wagner, Mayor of the City of New York, was the featured speaker at the New York Chapter's April luncheon. His subject was: "Is New York in Trouble?" Pictured above, left to right, are Caroline Hood, public relations director of Rockefeller Center, Inc., the Chapter's hospitality chairman; Howard S. Cullman, then chairman of the Port of New York Authority; Mayor Wagner; and G. S. Eyssell, president of Rockefeller Center, Inc.

### NORTHEAST OHIO CHAPTER

The Northeast Ohio Chapter moved into the civic limelight of Cleveland during recent weeks when it offered its collective advisory Public Relations services to the city's newly organized World's Fair Committee.

The offer, made in a letter from chapter president George C. Frank, has been favorably received by Frederick C. Crawford, chairman of the ambitious project which is being considered for 1959, the year when the St. Lawrence Seaway is scheduled to be officially opened.

Another highlight of the chapter's recent activities was the breakfast tendered to fellow members of PRSA who were attending the nation-wide Second Annual Conference on Solicitations. Some fifteen visiting members accepted the invitation and exchanged ideas before plunging into the regular sessions of the highly successful conference.

Since its last report, the Northeast Ohio Chapter has switched the regular monthly luncheon date to the second Monday of each month—thus avoiding a serious conflict on heavy noonday schedules. Although the change is still relatively new, increased attendance seems to assure continued success.

The following are the officers and committee chairmen selected to serve the Northeast Ohio group in 1955:

George C. Frank, assistant to the president, Erie Railroad, president; William D. Hines, director of public relations, Firestone Tire & Rubber Co., vice president; Carl E. Stahley, director of public relations, Cleveland Chamber of Commerce, secretary; Seward A. Covert, Seward Covert & Associates, treasurer; Edgar S. Bowerfind, director of public relations, Republic Steel Corp., membership; Edmond C. Powers, director of public relations, Griswold-Eshleman, civic affairs; Arthur P. Schultze, manager of public relations and advertising, Diamond Alkali Co., program; Marshall C. Samuel, owner, Marsh Samuel & Associates, publicity.

Serving as directors, in addition to the officers, are retiring president Paul Brokaw of Paul Brokaw Public Relations, representative on the national board; Arthur S. Bostwick, associate director of public relations, Fuller & Smith & Ross; Paul L. Eden, Eden & Associates; C. Dudley Foster, director of public relations, General Electric Co.; and Edmond C. Powers.

#### ROCHESTER CHAPTER

Public relations books were issued onthe-spot from a miniature PR library to Chapter members at the April meeting in the University Club of Rochester, as part of a presentation by Harold S. Hacker, director of the Rochester Public Library and Monroe Library County System, who spoke on his library's public relations program.

Setting forth his concept of a public library as "the idea center of the community." Mr. Hacker told how the Rochester library stresses educational, informational, and inspirational materials

and services to the public.

Besides books, pamphlets, periodicals, and newspapers, he noted that the library's materials or "products" include educational films, phonograph records, and projected books. He cited the special usefulness of

(Continued on page 36)

# Redbook Is Honored to

## THE BENJAMIN FRANKLIN MAGAZINE AWARD

Gold Medal for Public Service

ADMINISTERED BY THE UNIVERSITY OF ILLINOIS



for "the most distinguished and meritorious service by an American magazine of general circulation during 1954"

# Acknowledge

The 1955 Benjamin Franklin Magazine Award Gold Mcd 1 for Public Service has been presented to REDBOOK. The award, which is administered by the University of Illinois, is comparable to the Pulitzer Prizes for newspapers and the Peabody Awards for radio and television.

REDBOOK was given the award for three articles published in 1954 (right).

According to the judges, this series constituted "an effectual contribution to public awareness of some of the most challenging social and moral issues of our day, and was considered a courageous effort to bring controversial issues before a mass audience."

REDBOOK is naturally proud of this achievement. These public service articles are only part of an over-all editorial program directed toward young men and women between 18 and 35—not only at their interests as citizens, but even more intensively at their immediate personal needs...their home-planning and home-making, their health and budgets, their family relationships. The publishers are particularly gratified that REDBOOK's impact on its young adult audience is demonstrated by the highest circulation in the magazine's 53-year history.

# REDBOOK

The Magazine for Young Adults

CIRCULATION: 2,212,000\* NEWSSTAND: 949,000\*

\*Publisher's Estimate 3/31/55



What Is a Security Risk? by William Peters and Oscar Schisgall, examined both sides of a vital issue in the story of an Air Force lieutenant branded a security risk and later cleared.



Fear On the Campus by André Fontaine, reported on a firsthand investigation of the growing pressure to keep college students from thinking for themselves about political and social issues.



The Schools That Broke the Color Line by William Peters, dramatized the problems and achievements of the first schools in the South to allow white and Negro children to study side by side.

several of these materials to people in the public relations field. Personal services of the library staff serve as a bridge between consumer and materials and make them more meaningful, he said. Rochester librarians are experts at seeking out information and providing this service personally or by telephone.

Design of a new, uniform borrower's card, issued by any library in the country, gives in one card a key to a collection of over 700,000 books. Readers are permitted to return their books at any point in the system regardless of where they were

The major challenge confronting the Rochester Public Library and all other libraries in the United States is the job of reaching more readers, Mr. Hacker declared. In Rochester the library's regular public information program includes press coverage (the equivalent of 25 pages of newspaper stories were printed about the library in 1954), television (29 shows), radio (18 shows), spot announcements, and 88 talks by library staff members throughout the community. The library also uses displays, a pamphlet listing library services, book lists on specific subjects, and bookmarks advertising specific services

In addition to the regular program, special projects during 1954 included:

a)—Formation of a new organization of citizens, known as The Friends of the Rochester Public Library, to assist the library in reaching more readers. This group, along with a local newspaper. sponsored a Rochester Community Book Fair, in the fall of 1954. Some 30,000 people visited the library to hear ten authors speak, and to see outstanding books of 1954.

b)—At an Open House held in April, conducted tours behind-the-scenes were offered to the general public.

c)-Thousands of potential library users asked questions of library personnel manning special booths at the "Do It Yourself Show" and "Home Show." Miniature library branches at the shows issued books and registered new borrowers.

With the help of public relations, Rochester library business was good in 1954. A total gain of 244,000 materials circulated was recorded—an increase of 14%, Mr. Hacker reported. During the first quarter of 1955 a further gain of 77,000 was shown over 1954, an additional jump of 15%.

Four of the fourteen newly elected members of the board of directors of the Advertising Council of Rochester, Incorporated, are members of PRSA's Rochester Chapter.

They are: Schuyler Baldwin, public relations director, The Rochester Gas and Electric Corporation; William P. Blackmon, supervisor of public relations, Delco Appliance Division, General Motors Corporation; Stanley Manson, public relations director, Stromberg Carlson Company; and Andrew D. Wolfe, director of development, University of Rochester.



SOUTHERN CALIFORNIA CONFERENCE-Left to right: Fred W. Johnson, executive director, Associated In-Group Donors, who was general chairman of the conference; Charles Luckman, Pereira and Luckman Associates, who was the luncheon speaker; and H. H. Roberts, assistant manager, public relations department. Standard Oil Company of California, president of the Southern California Chapter.

# ST. LOUIS CHAPTER

St. Louis Chapter members traveled to Jefferson City in April for an interesting program called "Greet the Governor

Upon arrival the group was conducted through the Missouri State Penitentiary for a brief tour of inspection.

At a luncheon at the Governor Hotel, James Threlkeld, director of information, State Highway Department, talked briefly on some of the major problems involved in publicizing the activities of his department's practices and policies.

In the afternoon they paid a visit to the Governor's office in the State Capitol. Governor Donnelly spoke to the group briefly and informally.

Following the Governor's reception, members visited the House of Representatives and the State Senate. The Chapter was recognized at each session and members stood to acknowledge their introduction.

The next visit was to the office of Hubert Wheeler, commissioner of education, who made an informal talk on "Public Relations Problems of the Department of

Back at the Hotel Governor, Sergeant F. W. Shadwell, director of public information, State Highway Patrol, made a graphic and forceful illustrated talk on Public Headache No. 1--Death on the Highway.'

The day in Jefferson City closed with a cocktail party.

# **Ernies For Contributions** To National Security

'Ernie" Awards, commemorating the famed World War II correspondent, Ernie Pyle, have been established in the news world to correspond with the movie's 'Oscar" and television's "Emmy" on the 10th anniversary of the newsman's death, according to the Airborne Association, national paratrooper fraternity.

Ten "Ernies" will be awarded annually for outstanding contribution towards national security by: (1) news reporting; (2) a newspaper columnist; (3) an editorial; (4) an article in a periodical; (5) a radio broadcast; (6) a television broadcast; (7) an author of a book; (8) a cartoon; (9) a still photograph and (10) a motion picture.

The award will be an 18-inch bronze statuette of Ernie Pyle. Winners will be announced at the association's convention July 4th in Washington, D. C. Judges will be top ranking officers of all services who held the confidence of Pyle during his years of front-line reporting.

### Working Press In Two Volumes

The Working Press of the Nation, recently purchased by The National Re-search Bureau, Inc., Chicago, has been expanded into two volumes. The new 1955 editions were released at the end of last month.

Now in its 9th year of publication, the book is a compilation of key personnel, publishers, edtiors, writers, and broad-casters on the nation's systems of com-

munication.

Volume I of the new edition covers newspapers and allied services. Volume II is a magazine and editorial directory. The volumes contain over 75,000 listings.

# The Role of Public Opinion Research in Public Relations

"Five billion dollars spent in a propaganda program would accomplish more in selling America to the world than would an equal amount spent for arms . . ."

This was the opinion of Dr. George Gallup, nationally-known public opinion researcher, director of the American Institute of Public Opinion, expressed before some 85 persons gathered at the Loraine Hotel on April 13 for a one-day seminar in "The Role of Public Opinion Research in Public Relations."

The seminar was sponsored by the University of Wisconsin School of Journalism and PRSA's Wisconsin Chapter.

Dr. Gallup, speaking on "What America Is Thinking Today" at the morning session, said that the two biggest public relations jobs which America faces today are selling America to the world, and selling the Republican party to Americans.

In contrast to an adequate American propaganda program, which the public cpinion researcher said "could not conceivably be done for less than five billion," Dr. Gallup pointed to the United States present total spending for propaganda purposes, an amount equal only to one day's expenses for the armed forces.

"Our national impulse is to spend more money for armed services as we see nations fall to the Communists," he said, "but we forget the tremendous job which Russia is doing by way of selling communism to the world.

"We haven't even begun to match the efforts of Russia which would probably run into the billions of dollars spent for propaganda. The Communists are reported to be spending two billion dollars for this purpose."

Selling the American philosophy around the world "is a problem of reaching more people, more often, with a better message than the enemy," he said. "And how can we match the Russian methods with only a few broadcasts and a movie or two?"

Two of the greatest propaganda influences of all time are Christianity and communism, Dr. Gallup said and indicated that communism had borrowed heavily from Christian thinking, promoting especially the ideas that in communism there is hope for the downtrodden, equality for men, and peace and brotherhood.

To those who oppose spending large sums to sell America—those especially who say deeds speak louder than words—Dr. Gallup said he answers that deeds are not enough, and as proof of this he cites the Russians who, with deeds falling far short of their words, are still tremendously successful in spreading communism.

For those who oppose large propaganda expenditures until we have "our own house in order," Dr. Gallup answers that "we must then leave propaganda to the saints."

The speaker declared that he was thoroughly in agreement with those persons who offer a third argument, saying there is no use spending money for American propaganda purposes unless we can show that we are accomplishing our goal.

"We have never set up test situations to determine the worth or lack of worth of a propaganda program," he explained.

"The only way we shall ever sell Congress on a large information program is by taking small communities around the world, applying tests to our propaganda there, and showing the results," he concluded.

The afternoon session of the conference featured a discussion of "The Values of Public Opinion Research in Public Relations" by Elmo Roper of Elmo Roper and Associates, New York.

Mr. Roper warned that corporations, like individuals, are judged on their "good citizenship," and indicated that the corporation which is ignorant of its "citizenship rating" could not build a sound public relations program.

Groups whose sentiments must be known, he said, are particularly employes, stockholders, and customers.

In approaching the public in general, he advised, corporations may well waste time and effort by trying to reach directly the whole mass. He talked of working through "concentric circles" of groups, and put opinion leaders in the middle.

# Ruder & Finn Develops Special Market Network

A unique communications tool which makes possible the pinpointing of public telations activities within particular segments of the population, such as labor, tarmers, young people, and others, has been developed by Ruder & Finn Incorporated, New York PR firm.

Called the Special Market Network, it consists of a selected group of nineteen public relations experts, each with special experience in the communications techniques required to reach highly organized population groups of the country. These groups include the following: farm, labor, medical, the three major religious groups, youth, veterans, educators, civil service, key foreign language groups, etc.

"Modern marketing and merchandising techniques have become so highly refined," according to the Ruder & Finn announcement, "that the public relations field must now find new techniques such as this to keep pace with the rest of American industry. The problem of projecting ideas and products has become so specialized that mere acquaintance with the techniques of mass communications is no ionger sufficient. Each of these groups is well knit, and has its own peculiar structure of organized groups, internal media and communications channels.

It is reported that the combination of the Ruder & Finn national staff operating from New York, the Field Publicity Network working in the country's key individual markets, and the Special Market Network will for the first time enable public relations activities to completely parallel the overall marketing activities of the general business community.

To reach the outer circle of some 75-million "politically inert" people in our nation, it is often good practice, he said, to concentrate your attention on the opinion leaders. His "circles" centered on the "thinkers" and moved out through the "disciples of the thinkers" through the "disseminators" and the "politically active."

A panel discussion on "Problems, Procedures, and Results of Public Opinion Research in Public Relations" covered the ground from scientific attitude surveys to the haphazard suggestion box technique of measuring group opinions.

The leader was Prof. Burton R. Fisher of the University of Wisconsin, and panel members included Walter G. Barlow, vice president, Opinion Research Corp. and chairman of the executive committee of PRSA; John H. Paige, vice president Wisconsin Telephone Co.; Richard Holznecht, public relations director, Parker Pen Co.; and Mr. Roper. The seminar summary was given by Gibbs Allen, public relations director, A. O. Smith Co., Milwaukee.

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# PR Service Guide . . .

# XEROGRAPHY NOW USED IN SPIRIT DUPLICATION



Xerography is now being used in the preparation of spirit and fluid-type duplicating masters. The new method permits the copying, with photographic accuracy, or original documents or other already existing paperwork without the necessity of arduous, time-consuming typing, drawing, or tracing onto a master. From original to accurate master, in enlarged or reduced size, the xerographic method requires only about three minutes. method has been used successfully for offset work for some time. SC-78.

# ARTYPE IN NEW **FACES AND BORDERS**

Artype offers a large collection of alphabets, symbols, borders, etc., in various sizes and styles which are to be applied directly to the layout or finished art. Sharp, clean-cut reproduction. Eliminates need for hand lettering or expensive typesetting. Used for headlines on ads, brochures, display lines on direct mail pieces, posters, diagrams and symbols on technical manuals. Adheres to any smooth surface—paper, metal, wood, glass. More than 800 forms—21 of them completely new. SG-79.

### **NEW CATALOG OF** FREE FILMS

More than 175 motion pictures ranging in subject matter from raising a dog to brazing aluminum are described in "Selected Free Films," a 16-page booklet just published. The films are available for loan to clubs, industries, schools, churches and other community organizations. The catalog is free. SG-80.

For information as to source of any equipment or service listed in this section, write to SERVICE GUIDE. Public Relations Journal, 2 West 46 Street, New York 36. Indicate item or items in which you are interested by referring to guide number.

# NEW CATALOG OF **EDUCATIONAL BOOKLETS**

A new catalog of educational booklets designed for free distribution by companies to their employes through selfservice reading racks has been released by a leading distributor. The 8-page 1955 edition contains detailed descriptions of 101 attractive and easy-to-read booklets on a wide variety of subjects. Free. SG-81.

### **ERADICABLE RIBBON**



Daily typing jobs can be eased substantially through the use of an eradicable typewriter ribbon now being used by many banks, insurance companies and other firms where there is a heavy volume of typing. Retyping is eliminated so work gets done faster, money is saved, and the work load is reduced as typists work under less pressure. SG-82.

### **CUSTOM MADE FOLDERS** FOR PERSONAL MESSAGES

Goodwill is a priceless asset to any firm or individual in the business or protessional world. A number of leading executives recognize this fact and when they note interesting items about or of concern to people whom they know, have long made it a practice to clip these items and send them to the interested party with a friendly little note. Here's an easy way to do it-a folder with the wording "Thought This Might Interest You," followed by the smaller words "From the Desk of" with a picture of the individual sending the clipping. On the inside the folder has a tuck fold for inserting bulky clippings and the legend It's Always Good News To Read About A Friend." Each folder custom-designed. Samples available. SG-83.

# PR Service Guide . . .

# GLOWING MESSAGES WITH BLACK LIGHT



Glowing messages can now be put cross with 80 per cent more effectiveness with the use of a new fluorescent Visual Aid Kit just put on the market. It's an exciting way to present lectures, demonstrations, sales talks, and educational features. Activated by long wave ultra-violet lamps (black light), which the company also manufactures. Included in the 68-piece kit are chalks, crayons, tempera colors, colored yarns, assorted cardboards, invisible ink, mechanical pencil with invisible lead, and grease pencils. The sharp, eyecompelling colors are reported to have an intriguing third-dimensional effect. SG-83.

# HI-LO LECTERN ADJUSTS TO HEIGHT

Here's a solution to the "stature" problem of speakers appearing on your platform. Tall men, short men, men of medium height—all are perfectly, completely comfortable at the Hi-Lo Lectern, because it can be adjusted instantly to individual requirements. Raises and lowers through a range of 8" to give every speaker the exact facilities he needs. Electrically operated. Quiet. Dependable. Ideal for any meeting room use . . . in hotels, schools, colleges, business and club auditoriums, according to the manufacturer. 5G-84.

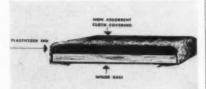
# FREE CHECK DESIGNING FOR PR APPEAL

Properly designed checks are a powerful merchandising tool which tell the company's sales story to prospects, customers, suppliers, stockholders, and the general public. American Banking Association figures show that the average check passes through the hands of at least 16 people. To help industry take advantage of this communications medium, a firm with creative design departments in 30 cities in the U. S. and Canada now offers free check design service to manufacturers and distributers. Any firm may submit samples of its present check for evaluation of advertising and public relations effectiveness and recommendations for changes. \$G-85.

# SLIDE RULE FOR THE CHAIRMAN

Here's a handy gadget to take part of the burden off the harrassed shoulders of presiding officers who may get stuck on parliamentary procedure. It's a chart designed like a slide rule, based on Robert's Rules of Order Revised. If you want to know what vote is needed to carry a motion or which motion takes precedence, refer to the chart to get a quick answer nobody can argue about. SG-86.

### NON RE-INKING STAMP PAD



A new stamp pad that does not constantly need re-inking has been designed by a Newark, N. J., corporation. Combining the chemistry of ink and plastic, this unique pad consists of a cloth covering over a plasticized, gelatin-like ink which does not dry out in the container. Since there is no absorbent material in the pad, stamps do not clog or get dirty, insuring clear, sharp prints. Guaranteed for two years. \$G-87.

# NEW MECHANICAL PENCIL MARKS ON EVERYTHING



This new improved mechanical marking pencil writes on virtually any surface under any condition, claims the manufacturer. Combines the writing, marking and drawing features of soft lead pencils, china marking pencils and crayons. Retractable when not in use. Marks, prints, draws or writes on cellophane, photographs, glass, paper, plastics, metal, leather and leatherette. SG-88.

# HELPFUL MANUAL FOR COMPANY PICNICS

Now at last the harrassed picnic official can obtain professional help in the form of a complete picnic manual compiled with the help of professional recreation people. Ideas for organization, financing, invitation, publicity, expense control, entertainment, catering, contests, prizes, etc. Sample thank you letters, committee organization charts, and a form for making a layout of the picnic area. SG-89.

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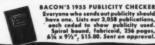
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# EDUCATION— (Continued from page 25)

# Editor-Educator Meetings Launched By Zinser

The first of a series of interesting employer-educator meetings on the preparation of students in high school and college for later employment was launched by the Zinser Personnel Service on May 9 at the Morrison Hotel in cooperation with Chicago's 34th annual celebration of Chicago. Youth Week.

"Operation—Employment" featured a meeting of leading educators and student representatives from all of the public, private, and parochial high schools and colleges in the middlewest with representatives of each of the nation's major industries. Similar meetings will be held in the future, industry by industry.

The Zinser Personnel Service works directly with over 10,000 offices in the Chicago area and with over 500 universities and colleges throughout the nation. It maintains a training department for job-seekers and employes.

# Handbook For Donors Of Education Material

Both the press and education live in glass houses with their business conducted so publicly that every sidewalk superintendent feels qualified to comment and criticize.

So says "No News Is Bad News," a handbook outlining practical, effective steps for developing good school-press policies, published today by the National School Public Relations Association, a department of the National Education Association, in cooperation with the Oregon Education Association.

Designed to help school administrators, editors, and reporters to cover and interpret more meaningfully all phases of modern education, the 32-page booklet contains the hard-hitting advice of a journalism dean, a superintendent of schools, a newspaper editor, and an education reporter.

# Armco Announces New Scholarship

Armco International Corporation has announced a new one-year \$1500 scholarship at the University of Cincinnati designed to promote better international understanding and create opportunities for sons of Armco men abroad.

The scholarship winner will be chosen from sons of employes of Armco International or overseas subsidiaries, and may not be a citizen of the U. S.

As an engineering student, the winner will study under the cooperative plan. He will spend alternate 8-week periods at the University and working in an industrial plant.

The cooperative plan will enable the student to earn virtually all of the funds he will need to complete his education while giving him valuable work experience and a better understanding of the people and customs of the U. S.

# 32nd National Institute For Organization Executives

The 32nd Annual Session of The National Institute for Commercial and Trade Organization Executives will be held at Northwestern University, Chicago, from June 25 through July 1.

It will feature two complete professional study plans for Chamber of Commerce and trade association executives—foundation courses and advanced workshop seminars.

The National Institute is sponsored by the Chamber of Commerce of the United States, Northwestern University, and American Trade Association Executives.

# "Read Faster" Booklet Available

"Read Faster and get more Out of it!" is the title of a 24-page booklet published by Alumni Publications (specialists in educational material for employes), 318 East 32nd Street, New York City 16. Authoried by Dr. E. Devine, The Reading Institute, New York University, copies are available from the publishers: 1-1,000 copies, 7c each; 1,001-10,000, 6c each; 10,001-15,000, 5½c each, with larger quantity prices on request. According to the publisher over 400,000 copies have been distributed to employes, through reading racks, personal distribution, stocking, or folded in pay envelopes.

# Cornell Seminar On In-Plant Communications

Cornell University, Ithaca, New York, will conduct a seminar on in-plant communications during the week of July 11, under the direction of Professor Wayne L. Hodges.

All the college—any college—can hope to do toward the development of the well-rounded man, is to inspire, stimulate, encourage the interests of the students so that after graduation they—in the all-important evening hours—will continue through their lives the intellectual growth begun in college, by cultivating their tastes in the fine arts, sciences, literature, and expanding their knowledge of the political, social and civic affairs of the world in which they live

That is where the well-rounded man is formed—not in the classrooms.

Dr. Harry P. Rocers
President, Polytechnic
Institute of Brooklyn
Before Centennial Convocation

Topics covered will include communications principles, philosophies, organization, and practices of representative companies; communicating information about employe benefit plans; communication problems of decentralized companies; management communication and controversial subjects; and evaluation of in-plant communications.

Other seminars on the Cornell program of interest to public relations people are a seminar on "Community Relations for Business and Industry," scheduled for the week of July 18-22, and a seminar on "Organizational Uses of Effective Talking and Listening," set for August 1-5.

# A Little Appreciation Goes a Long, Long Way

One way to make a company officer know how he is appreciated is to dig back into his business career and point out the many things that took place.

Taking its cue from the TV program, "This Is Your Life," Hiram Walker-Gooderham & Worts Limited, Toronto, did just that when Vice President Thomas H. Gibbons retired recently. At a banquet in Detroit's Sheraton-Cadillac, Mr. Gibbons was presented with a book of cartoons drawn by company artists, representing highlights of his career with the company. Excerpts from the book were read during the evening, much to the delight of both Mr. Gibbons and the 250 guests present.

# Annual Report Contest Closes June 17

The closing date for entering annual reports for 1954 and early 1955 in the fifteenth annual Financial world survey is June 17, according to Weston Smith, executive vice president of the publication which sponsors the yearly competition.

More than 4,000 annual reports of industrial corporations and financial institutions from all over the United States and its possessions, Canada and Latin America already have been entered. The contest this year, said Mr. Smith, originator and director of the annual report survey, will be limited to the first 5,000 reports submitted.

### Know Your Congress

The Independent Economic Research Foundation, Deep River, Connecticut, has published a 24-page booklet which explains in simple, easy-to-read style the structure of America's legislative body and how it works. "This Is Your Congress" is non-political and carries a specially prepared foreword by Senate Majority Leader Lyndon Johnson and Majority Leader William Knowland. Prices available on request.

their attitudes, opinions, and beliefs than is known about how the mass media contribute to changes in these thought and behavior patterns. As Schramm puts it:

"The all-pervasive effect of mass communication, the ground swell of learning that derives from mass communication acting as society communicating—this we can be sure of, and over a long period we can identify its results in our lives and beliefs. The more specific effects, however, we must predict only with caution, and never from the message alone without knowing a great deal about the situation, the personality, and the group relationship where the message is to be acted upon."

For the neophyte, the chapters on wartime propaganda and international communication are fascinating. Despite this, the book is long and tough going and to apply its content to the everyday practice of public relations will require careful, patient, time-consuming, and imaginative application by the reader. Yet, as difficult as the book is to read, it is recommended for study, along with the others like it which are appearing on the scene. Why?

The new science of communications inevitably will be the source of inspiration and effectiveness in public relations practice—even as chemistry and physics and biology have become the well spring of industrial growth. While it is true and proper that the practice of public relations must proceed on its empirical way during these formative years of the science of communications, the professionally oriented public relations practitioner must remain aware and alert to progress in the field. Surely, this means wading through a host of data and speculation which may prove useless in the light of new knowledge. It imposes the discipline of reading strange jargon, set in scholarly, often obscure and dull terms. It demands finding time to do so, when the pressure of production now too often seems unbearable. Yet, without the effort, public relations practice will not grow professionally-cannot meet the challenge of management to demonstrate results, refine methods, justify expenses, and illuminate the unique contribution of public relations practice to prosperity.

When an authority like Schramm summarizes part of the evidence in his book like this,

"The more we study it, the more we are coming to think that the great effects of mass communication are gained by feeding ideas and information into small groups through individual receivers. In some groups . . . it is a sign of status to be familiar with some part of mass communication. In many a group, it is a news story . . . or an editorial . . . or an article from, one of the big magazines that furnishes the subject of conversation on a given day. The story, or article, or editorial is then re-interpreted by the group, and the result is encoded in group opinion and perhaps in group action. Thus it may be that the chief influence of mass communication on individuals is really a kind of secondary influence, reflected to the group and back again."

what is said has tremendous import for public relations practice and the evidence bearing on the validity of the conclusion should be carefully studied. Tucked between its covers, this book has many such provocative statements.

"The Process and Effects of Mass Communication" is full of the obvious. the less obvious, and the obscure. Its organization is often confusing; its style a rare mixture of exciting and dull prose, as might be expected of so many different contributors. Few, if any of the authors appear to have ever sweated over an industrial public relations department. With the possible exception of the material on international and wartime communications, the book has much the same sort of thing to say as others of recent origin such as "Communications and Persuasion" by Hovland, Janis, and Kelley (Yale University Press, 1953). Yet, the book is loaded with ideas for sharpening the tools of public relations practice and for enhancing our ability for self-analysis. It is definitely a part of the professional literature of public relations. • •

# Experts Lecture to USIA On Influence of Photos

Top photographic experts led by Edward Steichen, dean of American photographers, will conduct a series of lectures for U. S. Information Agency staff members working with visual materials.

In the first of the discussions to be held in the Information Agency's Washington, D. C. headquarters, Mr. Steichen talked on the persuasive power of the photograph in influencing people. Other experts will discuss new and specialized picture techniques.

The USIA keeps an active picture file of more than 92,000 subjects and can call on 1,700 photographers throughout the world for assignments. Each month its photo laboratory turns out more than 45,000 prints of various kinds for use overseas in its own publications, and in newspaper inserts, wall newspapers, photoexhibits and picture displays in shop windows and other places, and on foreign TV stations.

# NAI Convention To Be Held in June

All phases of advertising production will be covered at the first National Advertising Industries Convention at the Hotel Morrison, Chicago, to be held June 26-29.

Exhibitors at the show will include art studios, sign and display studios, photographers, printers, engravers, plate makers, typographical trade shops, bindery trade shops, direct mail shops, modeling services and many other advertising production firms.

Also on display will be the products of premium companies, advertising specialty concerns, point-of-purchase advertising firms, signs, displays, visual aids, packaging and label companies and other promotional advertising.

The show will be open only to members of the advertising industry and affiliated businesses.

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# Certificates for Outstanding Bulletins

Certificates for producing outstanding agency bulletins during 1954 have been awarded to three general agencies of the Aetna Life Insurance Company. The awards, which are made annually, are based upon excellence and effectiveness in design, presentation of contents, and interpretation of agency policies and plans.

The awards went to the John A. Hill & Associates General Agency at Toledo, Ohio, for its "Bell Ringer"; the W. Ray Hutch General Agency at Buffalo, N. Y., publishers of "The Horn"; and the W. J. Schergens General Agency at Shreveport, La., which publishes the "Shreveport Agency News."

Look at my hand. When I point one finger at anyone else, I have three fingers pointing to myself.

OLD BURMESE SAYING

# DERNS W. PATRICA LEE-O'ROURKE, INC. Public Relations Counsellors SERVING INDUSTRIALCOMMERCIAL ACCOUNTS NATIONALLY, REGIONALLY, REGIONALLY, REGIONALLY Officer at: LOS ANGELES SAN FRANCISCO NEW YORK D'Unkirk 5-3061 LOS ANGELES 5. CALIF.

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# Nuclear Energy Writers Association Formed

Thirty writers and editors in the field of atomic energy met at the Overseas Press Club of America, in New York tecently to form the Nuclear Energy Writers Association, devoted to the establishment and maintenance of standards and ethics in the writing, editing and publishing of information in the field of nuclear energy.

Among the original members were newspaper and magazine writers and editors, public relations men, technical writers and executives of committees and associations.

A work committee of eight has been named to draft organization and membership and nominate directors and officers.

# **Coming Events**

June 16-18, 1955—Third Annual Meeting, Railroad Public Relations Association, Broadmoor Hotel, Colorado Springs. Colo.

June 26-29, 1955—National Advertising Industries Convention, Morrison Hotel, Chicago.

June 25-July 1, 1955—32nd Annual Session, The National Institute for Commercial and Trade Organization Executives, Northwestern University, Chicago.

June 29-July 2, 1955—Annual Convention, American College Public Relations Association, Drake Hotel, Chicago.

August 15-19, 1955—75th Anniversary Convention and Trade Show, The Photographers' Association of America, Conrad Hilton Hotel, Chicago.

September 12-14, 1955—38th Annual Convention Direct Mail Advertising Association, Hotel Morrison, Chicago.

October 19, 1955—Annual Fall Public Relations Conference, sponsored by the St. Louis Chapter, PRSA, Herel Statler, St. Louis

November 10-11, 1955— Regional Conterence on "The Role of Organizations in Community Development," sponsored, by The Council of National Organizations of the Adult Education Association, St. Louis.

November 14-16, 1955—8th Annual National PR Conference, sponsored by the Public Relations Society of America, Inc., The Ambassador, Los Angeles.

November 14-18, 1955—Annual Convention, Financial Public Relations Association, Hollywood Beach Hotel, Hollywood, Florida.

# Commerce and Industry Who's Who Reorganized

Completely reorganized to provide "The only two-way business reference tool in existence," is the claim Marquis-Who's Who, Inc. makes for its new edition of "Who's Who in Commerce and Industry." The publication of the Ninth International Edition of this directory of business executives and their businesses has been announced for early July.

The 20-year old business reference book will contain a new section to be known as "The Catalog of Selected Principal Businesses." The index-by-businesses will be tied into the biographical section of the book, "The Roster of Ranking Executives," by a system of numerical keys. This will enable a user of the book, who wants to know the names of the top men in a given company, to look up the company in the catalog, then follow the keys given there to biographical sketches of its executives in the roster.

# parens\*

American Trucking Associations' Walter Belson calls press agentry "educated idiocy."

### parens

Did you ever have the experience of running into a name, product, institution, person or gadget for the first time—then in rapid succession every time you turn around the same item hits you between the eyes? Overnight a stranger becomes your oldest friend.

So it was with Charlie Morton we told you about, that writer guy who works for The Atlantic. We only thought of him as a myth at first. Then a writer, and one of the best in the business. Later as a profound editor, real flesh. Now as a literary titan of magnitude. Today, every stone we turn over has Charlie Morton under it.

For the tired PR man who's fed with pricking management's lead-filled balloons, the editor who's bored with writers who try to be cute, the jaded sophisticate who needs a satirical kick in the pants-don't miss A Slight Sense of Outrage (Lippincott). It's all there. This guy Morton is one of the country's leading humorists, and no fooling.

We belong to the embroidery school of humor ourselves-take a given situation and work and rework it into something outlandishly appealing (as Perlman says, "a boy can make a lot of useful things with a punknife"). Well, this boy Morton embroiders. Hell, he's thrown away the hoops and works freehand. Out of whole cloth, too.

We've tried to analyze him. He's got the wryness of a Benchley, probes for amusing detail like a Woollcott, can turn a phrase like Perlman, cut a fast one like the mustached Marx—but he's all by himself in his class. He's pure Morton. As we said, keep an eye on him-and buy his book. You owe it to yourself.

parens
It's unbelievable but there are still reople doing press relations work who send out releases in carbon copy form. The sloppiness, the illegibility, the abuse of the good nature of the recipient-are all too obvious. Pardon us while we are moved to verse:

Stop. Desist. Knock off. Cease. Your smudgy, carbon-blurred release. No wonder editors scream 'halt' At publicists not worth their salt.

### parens

From the conference circuit: Washington-"getting the facts of the PR situation was precisely as hard as trying to nail a custard pie to the wall:"—"these bleeding hearts were so abject that the underdog had them on a leash"; Los Angeles-"A committee is a group of the unwilling who delegate to the incompetent the impossible to do which is unimportant.

# PEOPLE • PROGRAMS • AND ACCOUNTS—(Continued from page 21)

ARNOLD J. KUHN, formerly public relations director of two civic organizations, has been appointed an account executive in the Chicago office of Mayer and O'Brien, Inc., PR counseling firm. He has a Ph.D. in social sciences and is a lecturer at the University of Chicago.

HARRY HALLER, former account executive with Hill & Knowlton, has joined Bozell & Jacobs, Inc. (N. Y.) on the Army Air Force Reserve account.

DAVID M. CHURCH, former newspaperman and public relations official, has been appointed executive director of the American Association of Fund-Raising Counsel. New York

MRS. JULIE MEDLOCK has been appointed a vice president of the World Development Corporation, combination investment trust and operating organization for foreign economic development. Mrs. Medlock has been head of her own international public relations firm.

### parens

"Daystrom Today-And Tomorrow," a report for financial analysts, tells in a 59-page ring-bound offset presentation how the Elizabeth, New Jersey firm has materially changed the character of its business since World War II. One of the first publications of its kind we've seen, the story describes how a major manufacturer of printing equipment since 1892 is now based in three industries, adding electronics and metal household furniture. Hitherto unpublished facts and figures describe how 4% of sales in the electronics field by the company in 1947 has burgeoned to 55% in the first nine months of 1955. Employe relations comes in for two full pages of discussion in a company where Duncan Morgan is director of human relations. Bertrand W. Hall & Co. is the public relations counseling firm that aided in the report's development. An excellent study.

### parens

About the first change we know of in 200 years in the lead pencil (since 1761 to be exact) is Parker's new Liquid Lead job. It's terrific, and those English shepherds that found a load of pure graphite in 1564 and started the whole thing would be proud of what Dan Parker's doing out there in Wisconsin. It's more comforting to us to know that a guy who's always out in front writing under water with new kinds of pens and making pencils that can't dull, break or don't need re-sharpening can find surcease from the fast moving pen and pencil world by doing the things like unearthing General Pershing's 1918 sedan from a French ash heap and bringing it properly and promptly home to America. Dan, will you drive it through Detroit and see if they can pick up any styling ideas?

SOL SCHULMAN, former research director of news and promotion for Ruder and Finn Associates, has been named public relations assistant and researcher in the department of public relations and development of Pratt Institute, Brooklyn, New

HAZEN MORSE, former director of the Grocery Manufacturers of America news room, has joined the staff of Associated Business Publications as director of promotion and research.

# **ACCOUNTS**

A number of new chemical accounts are now being handled by G. M. BASFORD COMPANY, New York, as part of the firm's expanded chemical industry division: The Lummus Co.; Acheson Dispersed Pigments Co.; National Petro-Chemicals Corp.; West Virginia Pulp & Paper Co.; Gallowhur Chemical Corp.; Kolker Chemical Corp.; Berkshire Chemicals, Inc.; Chemical Manufacturing Co., Inc.; Croll Reynolds Co., Inc.; Glyco Products Co., Inc.; A. Gross & Company.

BEVEL & ASSOCIATES, Fort Worth public relations firm, adds three new accounts: Feldt Manufacturing Company of Stamford, Texas; Fort Worth Opera Association; and Jack Danciger, International Investments and Ranching.

HUGH SWOFFORD & ASSOCIATES, INC., of New York and Chicago, has been retained by Child Life Magazine, Boston, to handle all public relations, publicity, and promotion.

RUDER & FINN ASSOCIATES, New York, have been retained by the Bergdorf Goodman Company.

BOZELL & JACOBS, INC. has been retained by Steel Plate Fabricators Association, Chicago; The Mohawk Bedding Company, Uteca; and Sligo, Ltd., importers of Irish tweed women's sportswear.

GRAY & ROGERS, Philadelphia, has been retained by Grit, said to be America's only national small town weekly.

DANIEL J. EDELMAN & ASSOCIATES, Chicago, has been appointed by Arthur M. Krensky & Co., Inc., Chicago stock brokerage firm.

ROSS ROY, INC., will handle public relations, advertising, merchandising and sales training for all divisions of the Gates Engineering Company of Wilmington,

STROMBERGER, LAVENE, MCKENZIE. Los Angeles, has been retained as a public relations consultant by Palos Verdes Properties.

<sup>\*</sup> Short for "parentheses," used by typists

# THE HOPPER

### **Good Editorial**

Your editorial, "Business and TV," is terrific. I am wondering whether copies of this are being sent to the right persons in Hollywood and elsewhere. If you can get somebody like Frank Stanton of CBS to pass this on with an endorsement of his own to the right producers and directors, there is no telling how much good would come of it.

Congratulations on a good job!

I also enjoyed seeing that handsome likeness of Dr. Pendray on page 24.

EARL B. STEELE

Manager, News and Information Department . Chamber of Commerce of the United States Washington, D. C.

(Editor's Note: We ran Mr. Steele's picture in error for Dr. Pendray's.)

# Another Voice

Your wonderful editorial on "Business and TV" is one of the best pieces ever to appear in our august JOURNAL, and I want to add my voice, at about 98 decibels, to the chorus of those who acclaim it.

G. EDWARD PENDRAY

Senior Partner Pendray & Company New York

# A Real Jewel

Your case studies, presented in the February issue of the JOURNAL were most interesting. Think this is the type of thing that draws high readership. I am still holding your article published in the JOURNAL two or three years ago, drawing comparison between the ancient practice of medicine and the very young practice of public relations, This is a jewel. Practitioners should read it every few months to keep their feet firmly on the ground.

Would you kindly run through this draft (book manuscript) and give me your reaction? Appreciate this is an imposition on your time, but as it is on a subject close to your heart, maybe there is a new angle or so that will compensate.

ROY J. LEFFINGWELL

Director, Public Relations Department Hawaiian Sugar Planters' Association Honolulu, Hawaii.

# High Praise From Australia

I want to express my sincere and deep appreciation of the issue of the "Public Relations JOURNAL" covering the 7th Annual Conference of the PR Society of America. Each article brought with it a very full measure of inspiration and re-

flected the dignity and high standard of the PR Profession in the U. S. A.

To all associated with the organising of the Conference, I would like you to convey my personal regards and sincere thanks for a splendid job of work, which we here in Australia appreciate very much.

With reference to the article "Public Relations and Private Obligations" by Robert Montgomery, I am seeking your cooperation regarding the publication of this article here in Australia. "The Courier-Mail," our morning metropolitan daily, is interested, and I feel that it would be a good thing for Public Relations in Queensland if this article could be used as a feature in this daily paper.

ROGER FAIR

Public Relations Consultant Brisbane, Australia

# A Feather In Our Cap

May I add my vote of praise for your splendid monthly magazine. It is always highly interesting and informative. Nary a month goes by that we don't find at least one article applicable to our program here in Worcester. Just previous to receiving our May issue, we had Mr. Leslie Moore, Chief Editorial Writer for the Worcester Telegram and Evening Gazette, speak to all of our PR chairmen of our 35 Red Feather Services. He elaborated on the "Do's and Don'ts" in dealing with the newspapers. Coincidentally, his talk incorporated just about all the points that were covered in Marion Cracraft's excellent article "If I were a PR man."

FRANK H. FRYBURG

Assistant to Executive Secretary The Community Chest and Council of the Greater Worcester Area Worcester, Mass.

### Good Article

I would like to congratulate your publication on the article "Motion pictures—a PR tool," which appeared in the May, 1955 issue of your fine magazine.

HARRY J. COPPER

Director of Public Relations Lions International Chicago, Ill.

# SCIENCE WRITER

Eastern Pharmaceutical Manufacturer seeks a college graduate in premedicine, biology or chemistry with experience in semi-promotional technical writing. Position entails planning clinical studies; writing and editing manuscripts; planning scientific exhibits for medical meetings; analyzing data; preparing rough graphs, case report forms, and charts; contacting physicians through correspondence and through personal visits. Applicant should possess rare combination of imagination and ability to pay careful attention to detail. Comprehensive benefit program. Send complete record of education and previous experience.

MAGAZINE BOX NUMBER BK-6

# Classified Advertising

When answering advertisements please address as follows: Box number, PUBLIC RELATIONS JOURNAL, 2 West 46th Street, New York 36, N. Y. Rates: "Positions Wanted" \$1.00 per line, 5-line minimum; "Help Wanted" \$2.00 per line, 5-line minimum. Payable in advance.

(Deadline for copy is the 10th of month preceding date of publication.)

# **Positions Wanted**

MERGED PR DIRECTOR anxious connect with unmergable firm, knows craft thoroughly, extensive agency experience, adept writer, originator profitable ideas. Self-starter. Box WD-6.

SIX YEARS editorial newspaper work plus freelance TV, PR, radio, magazine. Seek advantageous change in PR. Married, 29, vet, degree, top references. Now in L. A. Will relocate. Box LP-6.

SEASONED PUBLIC RELATIONS DI-RECTOR presently employed top industrial corporation, has reached the crossroads. He can remain where he is in a secure, well paid job or he can seek a growing PR firm which needs his experience but cannot afford high salaries at this stage. He's a terrific producer, has excellent editorial contacts and would like to discuss a profit sharing plan. Box AP-6.

### PUBLIC RELATIONS WRITER

Former newpsaperman, Ivy League M. A. Social Psychology, who has published over a million words is available for free-lance or part-time assignments. Brochures, feature articles, press releases—plus ideas. Permanently established in N. Y. C. Guaranteed quality, punctuality, and RESULTS. Box AC-6.

YOUNG MAN, 25, married, completing service, seeks PUBLIC RELATIONS CAREER on executive level. Newspaper, magazine, Army information background. Yale, Columbia Journalism. Box LF-6.

PR Director, 35, large metro. univ., seeking position with indust. Exp. all phases of top level promotion, publications, writing. Avail. summer, early fall, Box AW-6.

# ever check up on forecasters?

What with all the forecasters in business these days, we noted with regret that only the poor weatherman ever gets checked upon for accuracy.

Since it's *Tide's* business to spot important trends and forecast significant marketing developments, we checked up on some of our own predictions made last year:

**SEPTEMBER 1954 FORECAST:** Shell Oil Co. will start a new trend when it begins marketing its TCP additive in *regular* gasoline . . . watch for most other gasoline makers to follow Shell posthaste.

TODAY: Drive up to your service station and try it!

**DECEMBER 1954 FORECAST:** Practically every brewer in the business will soon be jockeying for position with pints, fifths and quarts for home drinking next year . . . will introduce new sizes.

**TODAY:** Check your local supermarket . . . look closely and you'll see new size cartons, cans and bottles. The battle is on.

MAY 1954 FORECAST: It is obvious that discount houses are here to stay and growing all the time . . . one must learn to live and do business with them.

**TODAY:** Chances are there's at least one major discount house flourishing in your local market area... discount house sales, now estimated at \$10 billion a year, are at an all-time high.

Do readers have confidence in TIDE'S forecasting ability? Here's what one Agency Vice-President had to say:

"I discuss with clients forecasting I read in TIDE—like fair trade—things like that. In one instance, at least, we reviewed a whole price structure because of a TIDE article."

This is but one instance (there are many more, all documented from Starch studies of TIDE readers) of reader action. We'd venture to add that accuracy spurs confidence, which is one reason why TIDE gets action from its readers (and that's no forecast—it's a fact).

Tide...the magazine of sales and advertising trends

# **Medium Size** Meetings **Program Planning**

Field Surveys Writing Assistance Motion Pictures Sound Slidefilms Reading Slidefilms Glass Slides Recordings Blow-Ups Slap Boards **Projection Equipment Projection Service** Disc Recordings Mock-Ups Plan Books Meeting Guides Manuals Skits Hand-out Pieces Talks Rating Material Role Playing Contest Material **Control Charts Presentation Charts** Wall Posters Trip Banners Instructions on Presentation Train-the-Trainer Schools Kit Boxes Field-Performance

Checks Field Assistance

# Large Meetings

Conventions **Pageants** Celebrations **Previews** Road Shows Over-all Planning Over-all Supervision Stage Management **Motion Pictures Animated Drawings** Cartoon Comedies Sound Slidefilms Glass Slides Jumbo Charts Special Music Special Effects **Properties Demonstration Devices Exhibit Designs** Skits **Professional Castina Technical Talent** Speech Coachina Lighting Equipment Public Address Systems **Presentation Flats** Trip Banners Blow-Ups Writing Assistance Speech Writing Playlet Writing Pageant Writing Hand-out Pieces **Promotion Pieces Brochures** Stage Turntables Portable Stagettes Scenery-Set Building

### Small Meetings

Program Planning Field Research Writing Assistance Sound Slidefilms Reading Slidefilms Disc Recordings Tape Recordings **Turnover Charts** Flannel Boards Blow-Ups Over-head Projec-tion Material Meeting Guides Hand-out Pieces Manuals Quiz Material Kit Boxes Projection Service Instructions on Presentation







Projection Equipment

Planning a meeting to introduce new products ... new activities ... new ideas to your people? Get One-Stop Service to help. You can get this service from The Organization which specializes in presentations that are designed to make lasting, favorable impressions for you.

Just tell us what you wish to accomplish and we'll help you with all or any part of your

meeting plans. This One-Stop Service is deliberately flexible. It is of great value in launching activities on any scale. It can be fitted to budgets of any size. You do business with a single source, so there's undivided responsibility and only one accounting.

Please call or write the Jam Handy office nearest you.

# The JAM HANDY

One-Stop Service













